Kootenay National Park
Service Plan
Appendices

Environment Canada
Canadian Parks Service
Western Region

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KOOTENAY NATIONAL PARK
SERVICE PLAN

APPENDICES

Introduction

The purpose of these appendices is to provide guidance for those individuals who will be involved in implementing the direction provided in the service plan. They will be particularly useful for A&E staff, General Works staff, Communications Media Specialists (Designers, Writers etc.), the Park Chief of Visitor Services, the Chief Park Interpreter and the Assistant Chief Park Interpreter.

The following appendices are provided:

1. **Action Items, Communication Themes and Messages and Detailed EARP Assessment by Area.**

   Appendix 1 provides a summary of all action items identified in the service plan by area. It provides the implementer with an idea of the scope of work, the detailed themes and messages to be communicated and details of requirements for each area in the park.

2. **Activity Group Profiles and Priorities**

   Summary profiles of the six Visitor Activity Groups and the relative importance of each are identified in Appendix 2. These should be used to help design various services and facilities to ensure a customer orientation is maintained.

3. **Action Item Priorities and Time Action Schedules**

   Relative priorities of operational and capital projects are identified in Appendix 3. For the high priority items, time action schedules have been developed to aid in the phasing of work and help articulate what implementation will involve.

Appendices

APPENDIX 1
ACTION ITEMS, COMMUNICATION THEMES AND MESSAGES AND DETAILED EARP ASSESSMENTS BY PARK AREA

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ACTION ITEMS, COMMUNICATION THEMES AND MESSAGES AND DETAILED EARP ASSESSMENTS BY PARK AREA

1.0 Introduction

The purpose of this section is to provide an overview of what needs to be done in each area of the park to implement the service plan. It represents a Summary of the direction provided in the plan.

Summaries are provided for the following:

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2.0 How to Use This Appendix

Find the area of the park you are interested in.

Once you have found it, you will find a summary for each major service category (Recreation Services, Communication Services etc.). A brief indication of what the intended offer of service should be is provided with an indication of its status. Actions required to resolve deficiencies are highlighted. Add up all the actions and you get the total of the work to be done for a given area of the park.

For the EARP assessment, specific comments on plan proposals are provided and mitigation measures identified.

Users of this section should make cross references with Appendix 3 and the appropriate section of the plan for specific implementation guidelines.

3.0 AQUACOURT AREA

Recreation Services

- operate hot pool year round
- operate cool pool April to Thanksgiving
- provide picnic area
- provide strolling opportunities
- provide concessionaire food services
- provide sense of being in a special place (marginally provided)

ACTIONS REQUIRED:

- **develop long term options for major retro-fitting of the Aquacourt facility and area (to be done in conjunction with area planning).**
- **implement security improvements.**
- **implement electrical improvements.**

Communication Services

- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- sense of welcome
- orientation to the Park, to the Aquacourt, the Four Mountain Parks and to the Region.
- operating hours of cool pool and hot pool
- recreational opportunities in the Park
- instruction (e.g. swimming)
- sports
- hiking, cross-country skiing, etc.
- schedule of interpretive programs
- recreational opportunities outside the Park (local/region)
- golf, cross-country skiing, downhill skiing, hiking, etc.
- accommodation and food in the Park
- accommodation and food outside the Park (local)
- rules and regulations
- hot springs facts (temperature, chemical characteristics, how building functions)
- other hot springs opportunities
- calendar of activities in the Park (local and region)

Management:

- emergency procedures
- trail closures
- evacuation routes (Berland fire road)

Heritage Presentation:

- Park story overview
- role of Kootenay National Park in the national park system
- world heritage site
- western range
- rare plants and animals
- special environmental programs
- Sinclair Canyon
- archaeological story
- Park operations (a day in the life of a warden, etc.)

ACTIONS REQUIRED:

- **develop and implement media for Aquacourt including S.G.T. to Redstreak; to be planned in conjunction with area planning.**
- **provide enhanced hospitality training.**
- **develop interactive video and install as soon as possible.**

Services For Disabled Persons

- access to hot pool (partially provided)
- access to lobby media

ACTIONS REQUIRED:

- **provide access to hot pool, cool pool and change rooms as soon as possible.**
- **retro-fitting to fully incorporate disabled standards.**
- **new communication services to be accessible.**

Visitor Use & Promotions

- hospitality (partially provided).
- fee packages:
    - "camp and swim".
    - "one free swim ticket with purchase of annual vehicle permit".
    - fee structure in line with swimmer demographics.

    (none of the above provided).

ACTIONS REQUIRED:

- **investigate possibility of fee packages and reasonable rates.**
- **develop and implement fee packaging.**
- **advertise packages.**
- **provide enhanced hospitality training.**

Co-operative Opportunities

- swimming lessons (occasionally provided).
- Van shuttle between pool, hotels and Redstreak (not provided).

ACTION REQUIRED:

- **allow the above to occur by 3rd parties.**

Socio-economic & Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of services (partially done).
- regular assessment of visitor demographics and trends (not done).

ACTIONS REQUIRED:

- **design and implement a standard survey to periodically (every 3 years) assess market characteristics.**
- **implement system to obtain feedback on visitor satisfaction.**
- **develop improved cost accounting system.**

Regional Integration

- maintain quality Aquacourt facility to hold on to existing use levels in summer and encourage increased use in off season.

ACTIONS REQUIRED:

- **pursue retro-fitting.**
- **pursue fee packaging.**

Detailed Environmental Assessment

Potential Impact of Plan Proposals:

- the proposed upgrading of the Aquacourt facility will have a positive impact on the aesthetic quality of the building. Care must be taken not to commercialize by over-riding National Park objectives and themes.

- the area is frequented by black bears and other wildlife scavengers in search of food items. Continued care must be taken in the handling of garbage for the concession and aquacourt complex.

- the decision to develop a picnic site within the Aquacourt area will further reduce the native range (key spring/fall/winter) available for the bighorn sheep population.

- the encouragement of greater use during the spring, fall and winter will increase the potential for harassment of sheep and deer at a time when these species most heavily use this area and are under the greatest physiological stress.

- the area has been identified as having significant archaeological and historical resources, of which most have been obliterated by past and present facility development. The integrity of the remaining resources must be assured.

Potential Mitigation:

- further study of the relationships between visitor use, facility development and bighorn sheep within the Sinclair Canyon area is required to suggest mitigating measures to minimize the impact of the Aquacourt development proposal.

- identification and documentation of remaining cultural resources and their incorporation into planning strategies will assist in their preservation.

Knowledge Gaps:

- data is required on the significance of the impact of park visitors on bighorn sheep in Aquacourt/Sinclair Canyon area - particularly during the spring and fall.

- further data on the cultural heritage resources of the Aquacourt area.

ACTION REQUIRED:

- **Sinclair Canyon is an ecologically sensitive area. The complex relationship between existing facilities and resources is not fully understood. A detailed study is required to determine the incremental impact of existing development and the Service Plan proposals on the ecology and resources off the area.**

4.0 REDSTREAK CAMPGROUND AREA

Recreation Services

- operate campground from early May to mid-September (partially provided)
- provide strolling opportunities and access to Aquacourt
- provide a sense of being in a special place (marginally provided)

ACTIONS REQUIRED:

- **provide fire pits in remaining 88 sites where feasible.**
- **provide dry firewood storage.**
- **improve low lighting in washrooms.**
- **soften tent pads (in the interim provide spikes).**
- **develop fire circle near outdoor theatre for fire-side interpretive programs.**
- **convert garbage storage buildings to food storage with lockers for bicyclists and motorcyclists.**

Communication Services

- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates.
- fees.
- operating hours of the kiosk.
- orientation to the campsites.
- major services, facilities and opportunities available in the campground.
- major services, facilities and opportunities available within the park.
- major services, facilities and opportunities available within the four mountain park block.
- major services, facilities and opportunities available in the local and region.
- opportunity to be a campground host.
- emergency telephone numbers, fire extinguishers and evacuation routes.
- ticks - what to watch for.
- directional signage for opportunities within the campground.
- rules and regulations:
    - check-out time
    - maximum length of stay
    - camping on tent pads only
    - food and garbage storage
    - number of camping units per site
    - no noise or visitors after 11:00 p.m.

Management:

- bear management.
- forest - insects and disease.
- non-native plant control.
- federal and provincial resource concerns.
- encroachment in park land.
- wildlife highway mortality.

Heritage Presentation:

- role of Kootenay National Park in the national park system.
- world heritage si e.
- Rocky Mountain Trench.
- Western Range (mountains)
- Rare plants and animals
- Climate (rain shadow - various types within the park).
- Montane (vegetation in mountain environment).

- provide 24 hour displays (partially done).
- receive and welcome visitors.
- (Themes and messages partially presented).

ACTION REQUIRED:

- **develop and implement a media strategy for front country campgrounds**

Services For Disabled Persons

- access to entrance kiosk (not provided).
- access to campsite and facilities (partially provided).
- access to opportunities - trails, viewpoints and interpretive facilities (not provided).
- static displays to be accessible (not provided).

ACTIONS REQUIRED:

- **re-develop ten campsites for disabled (5 sites fully serviced and 5 basic service sites) with supporting infrastructure - picnic shelter, washrooms, interconnecting trails and wood boxes.**
- **develop new self-guided trail towards Sinclair Canyon to over-look Rocky Mountain Trench.**
- **develop access to theatre and campfire circle.**
- **develop access to kiosk and information/orientation displays.**

The upgrading for disabled facilities and services to be undertaken is to meet national standards and to be part of the over-all campground upgrading program.

Visitor Use & Promotions

- hospitality (partially provided).
- provide fee packages - "camp and swim."
- make reference to opportunities available in Communication Services (partially done).

ACTIONS REQUIRED:

- **investigate fee packages and reasonable rates.**
- **develop and implement fee packaging if proven practical.**
- **advertise packages.**
- **provide enhanced hospitality training.**
- **publications assessment.**
- **develop mailing list of clientele.**

Co-operative Opportunities

- provide campground host program.

ACTION REQUIRED:

- **promote campground host program.**

Regional Integration

- provide joint publications such as the "Parks Companion" newspaper (being developed).
- provide information on camping opportunities to Rocky Mountain Visitor Association and Radium Business Association.

ACTIONS REQUIRED:

- **assist in the development and distribution of the "Parks Companion" newspaper.**
- **provide accurate and current information on the camping and opportunities available in Redstreak campground.**

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of services (partially done).
- regular assessment of visitor demographics and trends (not done).
- assessment of campground publications for effectiveness (partially done).

ACTIONS REQUIRED:

- **design and implement a standard survey to periodically (every 3 years) assess market characteristics.**
- **implement system to obtain feedback on visitor satisfaction.**
- **assess all campground publications.**
- **automate existing sources of data (PURDS)**
- **develop improved cost accounting system.**

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- The decision not to expand Redstreak Campground and not to extend the campground's season of operation reduces further impact on ungulate (i.e. Rocky Mountain bighorn sheep and mule deer) use of this area particularly during the spring and fall.

- The present operation of the campground, from May to September, does not conflict with ungulate use of the area as a travel corridor during the spring and fall.

- The Redstreak area and campground facility does attract black bear usage and care must continue to be taken in food and garbage storage management.

- Further development of trails and facilities on the bench (disabled services) must be aware of the following factors:

    - The semiarid soils and vegetation of this ecosection reflect the warmest and driest mesoclimate within the park. This is the only representation of this ecosection within the mountain national parks.

    - The possibility of loss of habitat for or disturbance of wildlife species unique to south-eastern Kootenay National Park; e.g. American badger, breeding bird community #3, (Poll and Porter 1984).

    - Increased risk of escaped fires and aerial pollution due to additional fire circles.

Potential Mitigations:

- Due to shallow soils, draughtiness and erosion potential, all new facilities proposed for this area (disable services) will require extensive resource protection measures to be utilized; i.e. trail hardening etc.

- Use of old garbage sheds for food and storage in feeding areas as well as comprehensive monitoring programs will go along way to offset potential bear/man conflicts.

- Communication messages directed towards management programs will also improve public understanding of resource management's concerns.

Knowledge Gaps:

- American badger - extent of range within WY1 ecosite (Redstreak)
- Vegetation - rare/threatened species within campground
- potential trail areas

ACTIONS REQUIRED:

- **Research on American badger (range, population).**

- **Identify rare and endangered vegetation species location in southern Kootenay.**

- **Food and garbage storage deficiency monitoring by park staff will continue.**

5.0 MCLEOD MEADOWS CAMPGROUND AREA
(Including McLeod Meadows Picnic Area and Trailhead)

Recreation Services

- operate campground from Victoria Day to end of September (partially provided).
- operate picnic area year round.
- strolling opportunities (partially provided).
- provide a sense of being in a special place (marginally provided).

ACTIONS REQUIRED:

- develop a loop trail within or nearby campground.
- provide dry firewood storage.
- provide lights in washrooms.
- soften tent pads (in the interim provide spikes).
- develop fire circle near theatre for fireside interpretive programs.
- eliminate dusty roads.
- convert garbage storage buildings to food storage with lockers for cyclists and motorcyclists.
- reduce theatre generator noise.
- lengthen camping season.
- determine need for playgrounds and showers.
- develop primitive walk-in group campsite for bicyclists and river users.
- implement the road safety report prepared by A&E.
- upgrade the Picnic Area.

Communication Services

- presentation of information, orientation, management and interpretive messages. The following messages to be presented:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates.
- fees.
- hours that staff are available.
- orientation to the campsites.
- major services, facilities and opportunities available in the campground.
- major services, facilities and opportunities available in the park.
- emergency procedures (exits, locations of radio telephone contact, fire extinguishers).
- boil water.
- Trailhead - opportunities, length, difficulty, etc.

- rules and regulations:

    - check-out time
    - maximum length of stay
    - camping on tent pads only
    - food and garbage storage
    - number of camping units per site
    - no noise or visitors after 11:00 p.m.
    - no cycling on hiking trails
    - no water craft on Dog Lake

Management:

- wildlife highway mortality.
- wildland fire management.
- bear management and safety practices.
- fisheries management.
- forest management - insects and disease.
- kokanee spawning incursion.

Heritage Presentation:

- role of Kootenay National Park in national park system.
- world heritage site.
- rare plants and animals.
- Elk.
- Hector Gorge.
- transition montane to sub-alpine.
- archaeological story.

- provide 24 hour displays (partially done).
- receive and welcome campers.
- (Themes and messages partially provided).

ACTION REQUIRED:

- **develop and implement a media strategy for front country campgrounds.**

<u>Services For Disabled Persons</u>

- access to kiosk/registration and information/orientation (not provided).
- access to campsites and facilities (partially provided).
- access to opportunities - trails, viewpoints and interpretive facilities (not provided).
- access to static displays (not provided).

ACTIONS REQUIRED:

- **develop access to kiosk/registration and static displays.**
- **re-develop five sites for disabled with supporting infrastructure.**

- develop self-guided trail.
- develop access to theatre and fire circle.

The upgrading for disabled facilities and services to be undertaken to meet national standards and to be part of the over-all campground and picnic area upgrading program.

Visitor Use and Promotions

- hospitality (partially provided).
- provide fee packages - "camp and swim" (not done).
- make reference to opportunities available in Communication Services (Partially done).

ACTIONS REQUIRED:

- investigate fee packages and reasonable rates.
- develop and implement fee packaging if proven practical.
- advertise packages.
- provide enhanced hospitality training.
- publications assessment.
- develop mailing list of clientele

Co-operative Opportunities

- provide campground host program.

ACTION REQUIRED:

- promote campground host program.

Regional Integration

- provide joint publications such as the "Parks Companion" newspaper (being developed).
- provide information on camping and picnicking opportunities to Rocky Mountain Visitor Association and Radium Business Association (not provided).

ACTIONS REQUIRED:

- assist in the development and distribution of the "Parks Companion" newspaper.
- provide accurate and current information on the camping and picnicking opportunities available in the McLeod Meadows area through improved communication services.

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of services.

- regular assessment of visitor demographics and trends (not done).
- assessment of campground publications for effectiveness (partially done).

ACTIONS REQUIRED:

- **design and implement a standard survey to periodically (every 3 years) assess market characteristics.**
- **implement system to obtain feedback on visitor satisfaction.**
- **assess all campground publications.**
- **automate existing sources of data (PURDS).**
- **develop improved cost accounting system.**

Support Service

- provide improved staff accommodation.

ACTION REQUIRED:

- **refurbish cabin and replace trailer.**

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- Expansion of McLeod Meadows Campground must be reviewed in terms of possible flooding, impact on winter wildlife habitat and cultural resources. Vegetation and soil profiles show the area is prone to flooding. The area is also very important to ungulates, carnivores and breeding birds.

- Specifically, the area provides important winter habitat to ungulates, notably elk. Bald eagles have also been observed in the area during the winter. The summer operation of the campground does not appear to negatively impact this winter pattern of use. Black bears have been a traditional and bothersome summer problem at the campground. Improved garbage handling and the initiation of bear awareness programs have largely alleviated this problem in recent years. Lack of properly located food storage facilities should be rectified.

- The area is identified as possessing historical resource potential.

- The present campground access must be considered unsafe due to the proximity of the highway curve to the north.

Potential Mitigation:

- If expansion of McLeod Meadows is required, it is recommended that it occur in the wooded area north of the campground as the existing data suggests that this area is not highly important to wintering ungulates.

- The existing density should be maintained, and graveled areas minimized to reduce the impact on ungulate winter forage. Forage species, such as Saskatoon and willow should be used to encourage ungulate winter use. Habitat substitution and the continued operation of the campground during only the summer months should be used to minimize the impact of expanding the campground.

- Care must be taken in designing sewage treatment facilities as the average depth of the water table is 16 cm during the summer. Pump out facilities should be closely examined.

- Mitigation measures required to prevent flooding will depend on the magnitude and frequency of the flooding problem. Flooding problems have been on the increase in the last few years and bank hardening should be considered in the near future.

- New food storage facilities should be investigated at a centralized location.

- Alternate access should be explored in the neighbourhood of the existing picnic site.

Knowledge Gaps:

- Further data to confirm that the wooded area north of McLeod Meadows is not of high importance to wintering ungulates wintering in the area.

- Further data to quantify existing winter use of McLeod Meadows Campground by ungulates, to identify preferred forage species and to identify bedding areas.

- Further data on the potential for flooding in the area north of McLeod Meadows.

- Further data to determine if cultural resources are present in the campground area.

ACTIONS REQUIRED:

- The existing wildlife monitoring program and detailed winter observations of existing ungulate use of McLeod Meadows Campground and surrounding area can be used to provide much of the information required.

- Soil samples, the vegetation in the area, and a review of the historical record can be used to predict the flooding potential of the area north of McLeod Meadows Campground.

- Cultural resource potential is high in the McLeod Meadows area and a survey is required prior to construction.

6.0 MARBLE CANYON CAMPGROUND

Recreation Services

- operate campground from mid-June to Thanksgiving (partially provided).
- provide strolling opportunities.
- provide a sense of being in a special place (marginally provided).

ACTIONS REQUIRED:

- **provide dry firewood storage.**
- **provide lights in washrooms.**
- **soften tent pads (in the interim provide spikes).**
- **eliminate dusty roads.**
- **convert existing garbage disposal buildings into food storage with lockers for cyclists and motorcyclists.**
- **lengthen camping season.**
- **determine need for playgrounds and showers.**
- **implement A&E road safety report for safe access into campground.**
- **identify one circle for primitive off-season camping and provide pump-out toilet and well pump.**

Communication Services

- presentation of information, orientation, management and interpretive messages. The following messages to be presented:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates.
- fees.
- hours that staff are available.
- orientation to the campsites.
- major services, facilities and opportunities available in the campground.
- major services, facilities and opportunities available in the park.
- major services, facilities and opportunities available in Banff National Park.
- emergency procedures (exits, radio/telephone, fire extinguishers).
- boil water.
- provide 24 hour displays (partially done).
- receive and welcome campers.

- rules and regulations:

    - check-out time
    - maximum length of stay
    - camping on tent pads only
    - food and garbage storage
    - number of camping units per site
    - no noise or visitors after 11:00 p.m.

Management:

- wildland fire management.
- wildlife highway mortality.

Heritage Presentation:

- role of Kootenay National Park in the national park system.
- world heritage site.
- Marble Canyon.
- archaeological story.
- sub-alpine (Vermilion Valley).

ACTION REQUIRED:

- **develop and implement a media strategy for front-country campgrounds.**

Services For Disabled Persons

- none

Visitor Use & Promotions

- hospitality (partially provided).
- provide fee packages - "camp and swim" (not provided).
- make reference to opportunities available in Communication Services (Partially done).

ACTIONS REQUIRED:

- **investigate fee packages and reasonable rates.**
- **develop and implement fee packaging if proven practical.**
- **advertise fee packages.**
- **provide enhanced hospitality training.**
- **publications assessment.**
- **develop mailing list of clientele**

Co-operative Opportunities

- provide campground host program.

ACTION REQUIRED:

- **promote campground host program.**

Regional Integration

- provide joint publications such as the "Parks Companion" newspaper (being developed).
- provide information on camping opportunities to Rocky Mountain Visitor Association and Radium Business Association.

ACTIONS REQUIRED:

- assist in the development and distribution of the "Parks Companion" newspaper.
- provide accurate and current information on the camping opportunities at Marble Canyon campground to the Rocky Mountain Visitor Association and Radium Business Association.

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of services.
- regular assessment of visitor demographics and trends (not done).
- assessment of campground publications for effectiveness (partially done).

ACTIONS REQUIRED:

- design and implement a standard survey to periodically (every 3 years) assess market characteristic.
- implement system to obtain feedback on visitor satisfaction.
- assess all campground publications.
- automate existing sources of data (PURDS).
- develop improved cost accounting system.

Support Service

- provide improved staff accommodation.

ACTION REQUIRED:

- replace cabins with one cottage-type unit.

Detailed Environmental Assessment

Potential Impact of Plan Proposals:

- There are no major resource management concerns associated with expanding Marble Canyon Campground. The campground is located in an area of medium importance to wildlife; does not contain any known

resource features of importance; and the soils, landform, drainage and vegetational characteristics do not present problems for its use as a campground.

- The campground is located on a lower subalpine ecosite. The area does not contain any known resource features of importance. Black and grizzly bears are not a problem in the campground, although both species do inhabit the area.

- Potential mitigation, knowledge gaps and monitoring and study requirements are not applicable for Marble Canyon Campground area.

ACTION REQUIRED:

- None

7.0 MARBLE CANYON AREA

Recreation Services

- picnic area (may not be provided).
- provide strolling opportunities.
- provide sense of being in a special place (marginally provided).

ACTIONS REQUIRED:

- **re-consider the phasing out the Marble Canyon Picnic Area and provide three to four picnic tables for visitors who want to snack at major facilities.**
- **implement A & E Road Safety Report to ensure safe access to trailhead parking lot.**

Communication Services

- operate VRC from mid-June to Labour Day.
- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates of VRC.
- hours of operation.
- orientation to major services, facilities and opportunities in the north end of the park (emphasis on backcountry).
- major services, facilities and opportunities available in the four mountain park block.
- emergency and safety messages (trail closures, nearest telephone).

Management:

- all management messages.

Heritage Presentation:

- all themes.
- role of Kootenay National Park in the national park system.
- world heritage site.
- Marble Canyon.

- provide 24 hour displays.
- receive and welcome visitors.
- (Themes and messages partially done).

ACTIONS REQUIRED:

- **redevelop the Marble Canyon Information Centre.**
- **develop communications media strategy for new Marble Canyon Visitor Reception Centre.**
- **develop interim communications media strategy to address major shortfalls until Visitor Reception Centre is redeveloped.**
- **increase Interpretive Special Events at the Marble Canyon parking lot.**
- **upgrade trailhead information.**

Services For Disabled Persons

- provide access to the Visitor Reception Centre and within the facility.

ACTIONS REQUIRED:

- **all components and support services of the new Visitor Reception Centre to be accessible according to national standards.**
- **improvements to be made to access existing Information Centre.**

Visitor Use & Promotions

- hospitality (partially provided).

ACTIONS REQUIRED:

- **develop enhanced training and orientation programs on an on-going basis.**

Co-operation

- N/A

Regional Integration

- presentation of information on 4 mtn. parks. See Communications.

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of service.
- regular assessment of visitor demographics and trends (not done).
- assessment of publications for effectiveness (not done).

ACTIONS REQUIRED:

- **design and implement a standard survey to periodically (every 3 years) assess market characteristics.**
- **implement system to obtain feedback on visitor satisfaction.**
- **assess all publications.**
- **automate existing sources of data (PURDS).**
- **develop improved cost accounting system.**
- **install trail counter at Tokuum Creek trail.**
- **install inductive loop counter at Marble Canyon parking lot.**

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- the proposals are designed to improve visitor information, assist visitors to understand Kootenay's role in heritage resource protection, and to cultivate a sense of stewardship for the park's resources. This should result in a positive impact on resources reducing impacts associated with carelessness or ignorance of resource sensitivity.

- although the cultural resource potential is high in the area, the redevelopment of the Marble Canyon Information Centre will occur on a previously disturbed area and the impact should be minor.

- the plan proposal to re-consider phasing out of the picnic facilities at Marble Canyon is currently in contradiction with the Kootenay National Park Management Plan.

Potential Mitigations:

- generally the impacts associated with the redevelopment of the information center are expected to be positive, and further data on the proposed redevelopment is required to suggest mitigation measures.

- rehabilitation and landscaping would improve the picnicing potential at the site (requires Management decision).

Knowledge Gaps:

- further data is required to determine if cultural resources are present in the immediate area of the proposed redevelopment and picnic site.

ACTIONS REQUIRED:

- **a detailed cultural resource survey of the area about the information center is required before development plans are initiated.**

8.0 CROOKS MEADOW GROUP CAMPGROUND

Recreation Services

- operate campground on a year round basis.

Communication Services

- presentation of information, orientation, management and interpretive messages. The following messages to be presented:

  Information:

  - advance highway signage and facility identification.
  - a sense of welcome.
  - fees
  - major services, facilities and opportunities available in the campground.
  - major services, facilities and opportunities available in Kootenay National Park.
  - emergency procedures (exits, emergency radio/telephone).
  - boil water.
  - rules and regulations:

    - length of stay
    - disposal of garbage
    - tenting on tent pads only
    - activities away from grave site
    - food storage
    - no noise after 11:00 p.m.

  Management:

  - bear management and safety practices.

  Heritage Presentation:

  - role of Kootenay National Park in the national park system.
  - world heritage site
  - elk
  - Kootenay Parkway

- provide 24 hour displays (not provided).
- receive and welcome campers.
- (Themes and Messages partially provided).

ACTIONS REQUIRED:

- **develop and implement a media strategy for Campgrounds which for Crooks Meadows considers:**

- posting information on a bulletin board near the kitchen shelter.
- installing static displays identifying front country opportunities in Kootenay National Park and region.
- incorporating personal and non-personal interpretation at the appreciation and understanding levels.
- distributing "Parks Companion" newspaper.

Services For Disabled Persons

- none

Visitor Use & Promotions

- hospit ity (partially provided).

ACTIONS REQUIRED:

- send out information on shoulder season camping which includes opportunities and special events.
- provide enhanced hospitality training.
- develop mailing list of users.

Regional Integration

- provide joint publications such as the "Parks Companion" newspaper (being developed).

ACTION REQUIRED:

- assist in the development and distribution of the "Parks Companion" newspaper.

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).
- maintain use statistics and trends.
- maintain accurate costs on delivery of services (partially done).
- regular assessment of visitor demographics and trends (not done).
- assessment of campground publications for effectiveness (not done).

ACTIONS REQUIRED:

- assess all campground publications to evaluate the success as a lure tool, information/orientation media, awareness and pre-trip tool, fulfilling visitor's needs.
- automate existing sources of data (PURDS).
- design and implement a standard survey to periodically

(every 3 years) assess market characteristics.
- implement system to obtain feedback on visitor satisfaction (combine with developing a mailing list of campers).
- develop improved cost accounting system.

Detailed Environmental Assessment

Potential Impact of Plan Proposals:

- the campground is located on AT1 and FR4 ecosites in association with an AT4 ecosite and the highway right-of-way. These ecosites rank as highly important elk winter range and receive particularly high use when associated with AT4 and the right-of-way. Poll et al. (1984) indicate that the area is primarily used as winter cover and appears not to be affected by the current summer operation. The plan proposal to operate the campground on a year round basis will have a negative impact on the elk that use the area during the fall, winter and spring.

- the Crook's Meadow - Dolly Varden area is frequented by wolves during the winter. A proposed winter operation may have a negative impact upon their activities.

- black bears frequent this campground during spring, summer and fall. The decision to operate over the winter will have no impact on this species.

- the area is recognized as a historic site (Crook's family homestead and grave of C.J. Crook's). Care must be taken not to impact this site.

Potential Mitigations

- if a winter camping experience is required in the Crook's Meadow - Dolly Varden area, it is recommended that only the Dolly Varden winter camping site be used. If the demand warrants an expansion of this operation, a study will be required to document impacts and make recommendations for mitigation proposals.

Knowledge Gaps

- further data to document existing winter use of the meadows by elk and wolves, identify bedding areas and elk preferred forage species.

ACTIONS REQUIRED:

- visitor survey on winter camping is required before expanding facility operation to Crooks Meadow Group Campground.

- continue monitoring of wildlife usage of the Crooks Meadow - Dolly Varden area during the shoulder and winter seasons.

9.0 PARKWAY PICNIC AREAS, VIEWPOINTS AND TRAILHEADS

Recreation Services

- operate picnic areas from spring thaw until snow accumulates.
- provide strolling opportunities.
- provide safe access/exit from parkway.

ACTIONS REQUIRED:

- update Picnic Area Upgrading plan and upgrade viewpoints and trailheads.
- develop kitchen shelter at Paint Pots.
- provide parking for buses at Paint Pots and Olive Lake.
- develop dry firewood storage.
- provide wells at Sinclair Creek, Olive Lake, McLeod Meadows, Kootenay Pond, Vermilion Crossing Picnic Areas.
- eliminate smelly toilet problem.
- develop strolling trails at Kootenay River and Wardle Creek.
- wildlife blinds to be considered when redeveloping trails and picnic sites.
- develop picnic area at Kootenay Pond as demand warrants.
- close Hector Gorge Picnic Area.
- rehabilitate disturbed areas along the Kootenay Park e.g. Settler's Road pit, landscaping of Continental Divide parking lot etc.
- implement A&E Road Safety Report to ensure safe access to viewpoints and pull-offs.

Communication Services

- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- orientation to picnic area, viewpoint and pull-off.
- orientation to major services, facilities and opportunities within the park or the trail.
- location of next picnic site.
- time required to hike trail and trail length.
- cross-country ski opportunities.
- guide for tour operators.
- identification of hazardous areas.
- rules and regulations:
    - no cycling on hiking trails
    - no water craft (Cobb/Nixon/Olive Lake)
    - no camping/fires (Trailheads)

Management:

Picnic Areas

Olive Lake:

- fisheries management
- bear management

Dolly Varden:

- wildlife highway mortality
- fisheries management
- bear safety

Viewpoints

Kootenay Viewpoint:

- wildland fire management
- forest management - insect and disease

Simpson's Monument:

- fisheries management
- kokanee spawning incursion

Heritage Presentation:

Picnic Areas

Sinclair Creek

- Sinclair Canyon

Olive Lake

- Sinclair Pass montane

Dolly Varden

- Elk

Kootenay Pond

- aquatic

Paint Pots

- archaeology of Paint Pots area
- paint pots

Viewpoints

Sinclair Canyon

- Rocky Mountain Trench
- Western Range of Canadian Rockies
- Sinclair Pass montane
- Sinclair Canyon

Kootenay Viewpoint

- role of Kootenay National Park in the National Park system
- Western Range of Canadian Rockies
- Kootenay Parkway
- encroachment park land

Mt. Harkin

- role of Kootenay National Park in the National Park system
- Kootenay Parkway

Kootenay Crossing

- Kootenay Parkway

Hector Gorge

- Hector Gorge transition
- mountain goats (if Wardle pull-off does not materialize)
- Kootenay Parkway

New Wardle

- mountain goats

Simpson Monument

- colonization by man

Assiniboine slide

- avalanche

Frontcountry Trails

Valley View

- montane
- Rocky Mountain Trench

Stanley Glacier

- Vermilion Pass Bu[illegible]
- mountain building

- provide 24 hour displays
- (Most Themes and Messages not provided)

ACTIONS REQUIRED:

- develop and implement a communications media strategy for picnic areas, viewpoints and trailheads.

Services For Disabled Persons

- provide access to picnic areas, viewpoints and trails (not provided).

ACTIONS REQUIRED:

- self-guided trail at Olive Lake Picnic Area.
- infrastructure at Olive Lake and Paint Pots to be upgraded to national standards for disabled.
- upgrade access, support facilities and interpretive media at Kootenay Valley viewpoint.

Visitor Use & Promotion

- provide awareness of opportunities in Kootenay National Park (partially done).
- for Dolly Varden provide information packages for shoulder season camping and what opportunities are available at that time of year.

ACTIONS REQUIRED:

- give picnic areas more alluring names.
- increase Interpretive Special Events at Paint Pots.
- develop road guides for tour bus operators.
- for Dolly Varden send out information on shoulder season camping which includes opportunities and special events.

Regional Integration

- for Dolly Varden provide joint publications such as the "Parks Companion" newspaper.
- for Dolly Varden provide information on camping and picnicking opportunities to the Rocky Mountain Visitor Association and Radium Business Association.

ACTIONS REQUIRED:

- assist in the development and distribution of the

"Parks Companion" newspaper for Dolly Varden.
- provide accurate and current information on the off-season camping and picnicking opportunities available in the park.

Socio-economics and Monitoring

- regular assessment of user satisfaction (not done).
- monitor use of picnic areas, viewpoints and strolling trails (partially done).
- periodic assessment of user characteristics and demographics (not done).

ACTIONS REQUIRED:

- design and implement a standard survey to periodically (every 3 years) assess market characteristics.
- implement system to obtain feedback on visitor satisfaction.
- install trail counters at high and medium trails.
- install inductive loop traffic counter at Paint Pots.
- develop improved cost accounting system.

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- The proposals for existing picnic areas, viewpoints and trailheads will generally have a positive impact on park visitors (enhanced experiences) and park resources as they emphasize the mitigation of existing impacts. A number of existing and proposed sites, however, have resource concerns which will have to be addressed:

General

- the following picnic site/areas all have an identified historical and/or archaeological resource potential:

Sinclair Creek	Kootenay River
McLeod Meadows	Kootenay Pond
Wardle Creek	Vermilion Crossing
Paint Pots	Marble Canyon

- all picnic areas, viewpoints and trailheads are located in areas frequented by both black and grizzly bears, as well as other wildlife species adept as scavenging food sources. Care must continue in garbage management.

- the addition of pump-out toilet facilities at identified viewpoints and trailheads will have a positive effect on the resources; however, increased sewage will have a cumulative negative impact on present sewage disposal systems.

- the proposed rehabilitation of disturbed areas along the highway will have a positive effect upon visitor experiences and park resources. This program may have a negative impact upon the wildlife resources attracted to these newly rehabilitated areas in terms of highway mortality.

Picnic Sites

- Valley View: the Wycliffe 2 ecosite contains unique and rare vegetation, consequently measures must be taken not to impact these species.

- Aquacourt: -the decision to develop a picnic site within the Sinclair Canyon area will further reduce the native range (key spring/fall/winter) available for the bighorn sheep population,
  -the encouragement of greater use during the spring, fall and winter will increase the potential for harassment of sheep and deer at a time when these species most heavily use this area and are under the greatest physiological stress,
  -the area has been identified as having significant archaeological and historical resources, of which most have been obliterated by past and present facility development. The integrity of the remaining resources must be assured.

- Olive lake: the site is often frequented by black bears and as a result some potential exists for human/bear conflicts.

- Kootenay River: use of the site by canoeists as an access/egress point has impacted the river bank. Increased deterioration will occur without proper management of the area.

- McLeod Meadows: black bears have been a traditional resource management problem within the area and the potential exists for human/bear conflicts.

- Dolly Varden: the picnic site is located in an area used for cover by wintering ungulates. The high ungulate winter use of the area suggests that the present operation of the picnic site (summer) and campsite (winter) does not seriously impair ungulate use. An increased demand in winter camping activity may result in minor conflicts with wildlife use of the area.

- Kootenay Pond: -the picnic area is currently undeveloped and should only be considered for development when usage demands in all other identified picnic areas have been saturated and no other alternatives are available for wetland viewing.

-the wetland complex is environmentally sensitive (important breeding habitat for amphibians - long-toed salamander, wood frog and western toad) and significant wetlands (montane wetlands are rare throughout the Four Mountain Park complex).

- Hector Gorge: the proposed closing and subsequent rehabilitation of this site will have a positive influence on the ungulate populations.

- Paint Pots: the area has a high ground water table, care must be taken not to disturb the aquifers present in the area. They have been used as licks by moose.

Viewpoints:

- the existing viewpoints within Kootenay National Park are located along the Kootenay Parkway and pose no additional resource management concerns.

- Mt. Wardle Pull-off (Proposed) : this site poses major developmental problems (restricted land base), associated with high visitor use (public safety), adjacent to a major attraction (mountain goats), located within a Zone I - Special Preservation Area.

Potential Mitigation:

- A detailed survey of the Valley View picnic area for rare or unique plant species is required to identify impacts and protective measures.

- The planting of native vegetation (browse/grass) during rehabilitation and landscaping will have a positive effect on the parks resources, as most man-disturbed sites are located in highly important ungulate habitat.

- Proper food handling and garbage storage facilities in association with visitor education can be used to minimize bear-human conflicts, specifically at Olive Lake and McLeod Meadows, and all sites noted in general.

- The establishment of a pull-off and prohibiting stopping on the shoulders of the highway at the Mt. Wardle mineral lick will reduce the safety hazard in the area. The site may require fencing and informational signs to restrict strolling opportunities. This proposal may require major engineering intrusion to accomplish the stated goals.

- Specific cultural resource assessments prior to developmental actions at all sites will mitigate impacts to those resources.

- Formalizing trails from the Dolly Varden picnic area to the Kootenay River as well as at Olive Lake will mitigate the impacts of the myriad of informal trails currently existing.

- Properly located trails, boardwalks, visitor education and strict enforcement, directing visitors away from sensitive shoreline habitats may be used to minimize the impact of a picnic area and interpretive trail at Kootenay Pond.

Knowledge Gaps:

- Further assessments on the cultural resources present at all locations is required.

- Further information on the locations of rare, sensitive resources and habitats in the Kootenay Pond area is required well before actions are contemplated.

- Data is required to determine the significance of the impact of visitors on goats at the Mt. Wardle mineral lick and to development measures to reduce the public safety hazard. Mitigations may be costly and the cost-benefits will have to be considered.

- Level of demand for winter camping by park visitors and expectations for services.

ACTIONS REQUIRED:

- a cultural resource assessment with accompanying suggested mitigative measures is required of all sites before any developmental work proceeds.

- a detailed study of the Kootenay Pond and Valley View picnic areas is required to locate rare and sensitive features and to suggest mitigation measures prior to development. A monitoring program will be required after development to document status of resource impacts.

- a detailed engineering and resource study of the proposed Mt. Wardle mineral lick area is required to suggest measures to reduce public safety hazards and impacts to goat.

- continue current wildlife monitoring programs (ungulate/bear)documenting wildlife-human interactions.

- monitor winter camping use an demands.

10.0 RADIUM HOT SPRINGS VISITOR RECEPTION CENTRE

Communications

- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates of VRC and facilities in the park.
- hours of operation of the VRC and facilities in the park.
- orientation to major facilities in the park.
- major services, facilities and opportunities available in the park.
- major services, facilities and opportunities available in the four mountain parks.
- major services, facilities and opportunities in the local and region areas.
- fees.
- emergency and safety messages (trail closures, emergency telephone numbers).

Management:

- all management messages.

Heritage Presentation:

- all themes
- role of Kootenay National Park
- world heritage site

- provide 24 hour displays.
- receive and welcome visitors. (not provided)

ACTION REQUIRED:

- **plan and implement a new Visitor Reception Centre at Radium Hot Springs.**

Services For Disabled Persons

- provide access to the VRC and facilities within the complex.

ACTION REQUIRED:

- **all components and support facilities to be accessible according to national standards.**

Visitor Use & Promotions

- hospitality (partially provided).

ACTION REQUIRED:

- develop training and orientation programs on an on-going basis for local agencies and park staff.

Regional Integration

- operation of visitor reception center.
- joint ventures in electronic information disseminating media.

ACTIONS REQUIRED:

- operate a joint visitor reception center.
- develop with regional stakeholders an interactive video for disseminating information and orientation on recreational opportunities.

Socio-economic and Monitoring

- regular assessment of user satisfaction.
- maintain use statistics and trends.
- maintain accurate costs on delivery of service.
- regular assessment of visitor demographics and trends.
- assessment of publications for effectiveness.

ACTIONS REQUIRED:

- design and implement a standard survey to periodically (every 3 years) assess market characteristics.
- implement system to obtain feedback on visitor satisfaction (combine with developing a mailing list of visitors).
- assess all publications to evaluate the success as a lure tool, information/orientation media, awareness and pre-trip tool, fulfilling visitor's needs.
- automate existing sources of data (PURDS).
- develop improved cost accounting system.

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- The establishment of the Visitor Reception Centre (VRC) at Radium Hot Springs has no direct environmental impacts on park lands. Located near the park's primary destination points (Aquacourt/Redstreak Campground) the facility is accessible to all traffic on Highways 93 and 95. As a cost-shared facility with other visitor agencies (local/regional), the potential long term

benefits gained by the park will out weigh short term costs. The Visitor Reception Centre will be subject to the E.A.R. Process if it is jointly funded by the Canadian Parks Service.

- The location of the visitor information center in Radium rather than in the the ecollogically sensitive Sinclair Canyon - Redstreak area will also have a positive impact.

- Indirectly, through proposed communication and promotional packages, national park objectives and management concerns will be reinforced with the cost-sharing partners and visitors utilizing this facility.

Potential Mitigations:

- not applicable at this time

Knowledge Gaps:

- not applicable

ACTION REQUIRED:

- not applicable

11.0 BACKCOUNTRY AND WATERWAYS

Recreation Services

- provide safe egress and access for canoeists and kayakers on the Kootenay and Vermilion Rivers (partially done)
- provide portage around Hector Gorge (does not exist).
- maintain existing network of trails to a minimum level of development required to protect heritage resources.
- maintain existing backcountry campsites to minimum level required to ensure resource protection (currently perceived by some as too high a standard).

ACTIONS REQUIRED:

- reduce scope of work on capital trail projects currently in MYOP to ensure only minimum work is done and that it only addresses resolving significant environmental problems.
- with the exception of the Rockwall Trail, major campground upgrading projects to be deferred until such time as appropriate levels of service can be agreed upon and visitor input obtained.
- develop the backcountry management plan to reflect direction provided in the service and management plans and identify priorities for trail repair work.
- provide toilets at trailheads at Floe Lake, Simpson River, Kindersley/Sinclair and Stanley Glacier.
- make minor modifications to canoeing egress and access to ensure safety.
- postpone developing portage around Hector Gorge until demand warrants.

Communication Services

- presentation of the following information, orientation, management messages:

Information:

- trail identification at junctions (partially done).
- detailed orientation to park facilities (partially done).
- length of trails, trails in area.

Management:

- trail closures.
- avalanche warnings.
- rehabilitation in process.

ACTIONS REQUIRED:

- **develop activity guides.**
- **complete trail identification in the backcountry.**
- **develop media strategy in conjunction with Parkway Communications Strategy to upgrade trailhead information.**

Services For Disabled Persons

- none

Regional Integration

- continue to share information with 4 mtn parks.

Co-operation

- operate Fay Hut through 3rd party (not done).

ACTION REQUIRED:

- **seek 3rd party arrangement for operation of Fay Hut. If unsuccessful, hut to be removed.**

Socio-economic and Monitoring

- regular assessment of user satisfaction of facilities (not done).
- monitor use of trails.
- periodic assessment of user characteristics and demographics (not done).
- maintain mailing list of customers (not done).

ACTIONS REQUIRED:

- **develop and maintain mailing list.**
- **initiate survey to assess level of service to be provided in the backcountry.**
- **install trail counters, determine use and trends, and rotate counters on trails every 3 years.**
- **provide visitor feedback mechanism to monitor visitor satisfaction.**

Detailed Environmental Assessment

Potential Impacts of Plan Proposals:

- **adherence to backcountry campsite development plans for "Rockwall Trail" system will have a positive effect on the physical resources and public safety concerns for each area.**

- **divergence from the accepted standard for other campsite areas may significantly impact physical resources and compromise public safety.**

- the proposed portage about Hector Gorge will have an impact on the natural/physical resources of the area. The extent of the impact is currently unknown as the proposal is still in the concept stage with no definite route development.

Potential Mitigations:

- the present facility design and arrangement which incorporates the separation of eating and social areas; and outlines trail standards is the approved direction within the Park Management Plan (1988).

- individual campsite development proposals will be assessed to meet resource management and public safety concerns.

- the proposed Hector Portage will have to meet all standards set for trail development.

Knowledge Gaps:

- current use of the Vermilion and Kootenay Rivers.

- the demand for a portage about the Hector Gorge area is currently unknown.

- the perceived public opinion that the current campsite/trail development program is at too high a standard (study currently underway).

ACTIONS REQUIRED:

- a study is required to identify environmentally appropriate access/egress points along the river.

- a cost-benefit analysis is required before any developments are undertaken to install facilities for river activities.

- monitoring of backcountry campsite/trail development/use will continue.

12.0 CONTINENTAL DIVIDE AND VERMILION PASS

Recreation Services

- provide strolling opportunities (provided).

ACTION REQUIRED:

- none

Communication Services

- provide sense of being in a special place (not provided).
- presentation of information, orientation, management and interpretive messages. The following messages to be presented:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- orientation to major services, facilities and opportunities in the park.
- orientation to major services, facilities and opportunities in the local and regional areas.
- identify Kootenay National Park.

Management:

- wildland fire management.

Heritage Presentation:

- role of Kootenay National Park in the national park system.
- headwaters of the Vermilion and Kootenay Rivers.
- world heritage site.
- Vermilion Pass Burn.
- Kootenay Parkway.

- provide 24 hour displays.
- welcome visitors.
- (Most themes and messages not provided).

ACTIONS REQUIRED:

- develop and implement an entrance point communication strategy.
- implement the Vermilion Pass I.M.U.
- develop orientation display.

Services For Disabled Persons

- none

Visitor Use and Promotion

- N\A

Co-operation

- N\A

Regional Integration

- liaison with BNP with respect to sign changes

Socio-economic and Monitoring

- regular assessment of user satisfaction (not done).

ACTION REQUIRED:

- **implement system to obtain feedback on visitor satisfaction.**

Detailed Environmental Assessment

Potential Impacts of Plan Proposals:

- There appears to be no significant negative impacts within these proposals. Proper information dispersal should have a beneficial effect on the target audience.

Potential Mitigations:

- N/A

Knowledge Gaps:

- N/A

ACTION REQUIRED:

- N/A

13.0 WEST GATE AREA (Including West Gate Information Centre)

Recreation Services

- none

Communication Services

- operate entrance kiosk year-round.
- operate information center mid-June to early September until Radium Hot Springs Visitor Reception Centre is built.
- provide sense of being in a special place.
- presentation of information, orientation, management and heritage messages:

Information:

- advance highway signage and facility identification.
- a sense of welcome.
- opening and closing dates.
- hours of operation.
- orientation to major facilities in the park.
- major services, facilities and opportunities available in the south end of the park.
- major services, facilities and opportunities available in the four mountain park block.
- major services, facilities and opportunities available in the local and regional areas.
- fees.
- emergency and safety messages (trail and road closures, road conditions, emergency telephone numbers).

Management:

- truck tarping requirements.
- travel restrictions on the Icefield Parkway.

Heritage Presentation:

- none

- provide 24 hour displays (partially provided).
- receive and welcome visitors.

ACTIONS REQUIRED:

- develop and implement an entrance point communications media strategy.
- develop and implement an interim media plan for the West Gate Information Centre.
- close the Info Centre when the Radium Hot Springs Visitor Reception Centre is operational.
- ensure all park uniforms and vehicles will have Kootenay National Park identifier.

Visitor Use & Promotions

- hospitality (partially provided).

ACTION REQUIRED:

- develop enhanced training and orientation programs on an on-going basis for park staff.

Services For Disabled Persons

- none

Co-operation

- N\A

Regional Integration

- N\A

Socio-economic and Monitoring

- regular assessment of user satisfaction (not provided).
- maintain use statistic and trends.
- maintain accurate costs on delivery of service (not done).
- regular assessment of visitor demographics and trends (not done).
- assessment of publications for effectiveness (not done).

ACTIONS REQUIRED:

- design and implement a standard survey to periodically (every 3 years) assess market characteristics.
- implement system to obtain feedback on visitor satisfaction.
- assess all publications.
- automate existing sources of data (PURDS).
- develop improved cost accounting system.

Detailed Environmental Assessment

Potential Impact of Plan Proposals:

- the presentation of a comprehensive information package will have a positive impact on visitor experience and understanding of the park's cultural heritage and natural resources. This understanding should further reduce the potential deterioration of Kootenay National Park's resources.

- the proposal to remove regulation signing will have a potential negative impact on the park visitor (public safety/enforcement conflicts) and the park's natural and cultural resources.

Potential Mitigation:

- review regulation sign requirements, design and location.

Knowledge Gaps:

- no current known knowledge gaps

ACTIONS REQUIRED:

- none

14.0 WARDEN STATIONS AND HEADQUARTERS

Recreation Services

- none

Communication Services

- presentation of the following information, orientation and management messages:

  Information:

  - advance highway signage and facility identification.
  - hours of operation.
  - orientation to major services, facilities and opportunities in the park.
  - emergency telephone numbers.

  Management and Heritage Messages:

  - none

  ACTION REQUIRED:

  - **develop communications media strategy for Parkway Picnic Areas, Viewpoints and Trailheads.**

Services For Disabled Persons

- N|A

Visitor Use and Promotions

- N|A

Co-operation

- N\A

Socio-economic and Monitoring

- monitor visitor satisfaction.

  ACTION REQUIRED:

  - **implement system to obtain feedback on visitor satisfaction.**

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- the plan proposal has no direct environmental implications. Indirectly, through proposed communication and promotional packages, national park objectives and management concerns will be reinforced with park visitors utilizing these facilities.

Potential Mitigations:

- not applicable

Knowledge Gaps:

- not applicable

ACTION REQUIRED:

- not applicable

15.0 ADMINISTRATION BUILDING

Recreation Services

- none

Communication Services

- presentation of the following information, orientation and management messages:

Information:

- advance highway signing.
- welcome.
- major services, facilities and opportunities in the park.
- major services, facilities and opportunities in the four mountain park such as campgrounds, O.C.A.s, service centres and attractions.
- attractions and services in the local area and region.
- opening and closing dates of swimming pool, information centres and campgrounds.
- hours of operation of administration building, swimming pool and other information centres.
- emergency telephone numbers.

Management:

- rules and regulations.
- provide 24 hour display.
- receive and welcome visitors.
- respond to telephone and written requests.
- provide up-to-date information to park staff on current park events/happenings (not done).
- liaise with four mountain parks to share information (partially done).
- administer backcountry use permits.
- (Messages partially done).

ACTIONS REQUIRED:

- develop and implement improved display area to present the above messages and external display.
- develop trip planning information packages to facilitate response to written and telephone inquiries.
- improve handling of incoming calls.
- purchase FAX machine.
- implement daily radio programs and weekly newsletter to keep park staff informed of events and wildlife sightings.

Services For Disabled Access

- access to information and reception area.
- displays to be accessible.

- access to meeting room.
- access to washroom.
  (all of the above not provided)

ACTIONS REQUIRED:

- **retro-fit building to accommodate the disabled.**
- **design media with the needs of the disabled in mind.**

Visitor Use and Promotions

- N\A

Co-operation

- N\A

Regional Integration

- N\A

Socio-economic and Monitoring

- monitor effectiveness of communications services (not being done).
- maintain use statistics of telephone, written and personal inquiries (partially done).

ACTIONS REQUIRED:

- **provide feedback mechanism on trip planning information packages.**
- **develop mailing list of clientele requesting information and occasionally survey them to assess satisfaction.**
- **retain written letters of complaint and praise and use them to monitor success of park services.**
- **develop system to record use statistics.**

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- the plan proposal has only minor environmental implications related to the retro-fit of the building for disabled access and development of an external display area. Indirectly, through proposed communication and promotional packages, national park objectives and management concerns will be reinforced with park visitors utilizing this facility.

Potential Mitigations:

- the development of an external display area on a currently disturbed site will reduce the impact of further range reduction for the Radium Bighorn Sheep band.

Knowledge Gaps:

- not applicable

ACTION REQUIRED:

- not applicable

16.0 OCA's AND CONCESSIONAIRES

Recreation Services

- none

Communication Services

- presentation of hospitality training program.
- presentation of the following information, orientation, management and heritage messages:

Information:

- opportunities available in Kootenay National Park.

Management:

- bear management

ACTIONS REQUIRED:

- **train other agency staff through video or by invitation to park training and orientation sessions.**
- **develop and implement a media strategy for OCA's and park concessionaires. To be part of Parkway Communications Strategy.**

Visitor Use & Promotions

- provide promotion packages

ACTION REQUIRED:

- **investigate the practicality of package promotions with motels and concessionaires.**

Services For Disabled Persons

- none

Co-operation

- N\A

Regional Integration

- N\A

Detailed Environmental Assessment

Potential Impact of Plan Proposal:

- the plan proposal has no direct environmental implications. Indirectly, through proposed communication and promotional packages, national park objectives and management concerns will be reinforced within the service community and park visitors utilizing these facilities.

Potential Mitigations:

- not applicable

Knowledge Gaps:

- not applicable

ACTION REQUIRED:

- not applicable

Appendices

APPENDIX 2
VISITOR ACTIVITY GROUPS
SUMMARY PROFILES AND RANKING

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1.0 Introduction

Activities which visitors to Kootenay currently participate in were reviewed by the planning team. Profiles were developed for each of the 12 identified activities, detailing activity descriptions, market characteristics and demand, visitor expectations and interests, current use statistics, trip characteristics, activity and service requirements, and management concerns. The planning team then identified similarities among these groups in terms of their needs, motivations, expectations, what the park offers them, and how these groups are managed. The 12 visitor activities were then combined into six visitor activity groups, based on these comparisons.

The six visitor activity groups for Kootenay National Park are listed below in order of priority based on the following marketing criteria:

- profitability (revenue generation and public support)
- measurability
- accessibility
- size
- defensibility
- durability
- competitiveness

2.0 Visitor Activity Groups

	NUMBER/YEAR (5 Yr Average)
Pleasure Drivers	1,385,000
Swimmers	391,800
Heritage Appreciators	20,000(E)
Frontcountry Campers	86,000
Wilderness Adventurers	10,000(E)
Through Traffic	821,500

E = estimate

3.0 Summary Profiles

Profiles of each Visitor Activity Group are presented in the next few pages, including definitions, statistics trends, important characteristics and basic needs, and management concerns for each group. These profiles were developed based on existing information, and represent only one way to segment visitors. Increased understanding of current and potential visitors may lead to more refined groupings in the future.

The Background Information (VAMP Data Base) contains detailed profiles of each activity, references, details on trends and an explanation of the ranking of the six groups. This document is located in the park.

3.1 Pleasure Drivers

Definition:

Pleasure drivers include persons driving private vehicles, on tour buses, or using bicycles on park roadways. Their main reasons for using the transportation routes are recreational, and they typically stop for sightseeing and picnicking along the way.

Statistics:

The majority of pleasure drivers originate from Alberta, British Columbia and the north-western United States. The average party size is 2.4 people per private vehicle, 26 per bus, 1.1 per truck and bicyclists ranging from 1 to 400. The pleasure drivers are made up from a variety of party types; individuals, couples, families and groups.

ACTIVITY	NUMBERS	%	TREND
Pleasure Driver	1,376,000	62.6	declining slightly
Bicyclists	2,500(E)	.1	increasing
Tour Bus	994 *		increasing

E = estimate, * = Nov'88-Oct'89

Trends:

Recreational use of park roadways by private vehicles has been declining slightly over the past few years, consistent with the national trend of people taking shorter, more frequent trips closer to home. Use of park roadways by bicyclists for day trips or overnight trips is on the increase, mainly because fitness-oriented recreation has become very popular in the last five years. Tour bus use of park roads is also increasing, due to our aging population and the propensity for people in this group to use tour bus service.

Important Characteristics:

Pleasure drivers typically stay in Kootenay National Park from one hour to two days. They prefer a well maintained smooth road surface with little traffic. They seek an open road with views of mountains, rivers, wildlife and opportunities to pull off for picnics and roadside interpretation. Facilities accessible to the disabled and which can accommodate bus tours are necessary for this group. Safe roadway shoulders are preferred by bicyclists. Pleasure drivers use park roadways year-round, with the greatest use in daylight hours during summer months, with peaks on holidays and weekends. The majority of the pleasure drivers are repeat visitors, with exception of those on bus tours.

Basic Needs:

Before the Park Visit (Trip Planning):
- need accurate information on potential hazards, possible delays, and poor conditions for travel.
- need detailed maps and directional signage showing routes, facilities, and services available along the way.
- bus tour users need information on contacting operators.

En Route to the Park (Orientation):
- need distance/directional signage to the parks.

Arrival at the Park (Reception, Orientation, Information):
- need clear entry signs into the park.
- need emergency services, gasoline services, and clean, accessible washrooms.
- need orientation to park opportunities, facilities, and services.
- need clear concise information on park regulations.

En Route Through Park:
- need directional signage for facilities and services.
- need a safe, scenic route through the park.
- need opportunities for picnicking, scenic viewing, and roadside interpretation.

Leaving the Park:
- need to know they are leaving the park.
- need refreshments, gas, and accommodations conveniently located near travel route.

Management Concerns:

Public safety on park roadways is of paramount importance for this group. Associated with this is the concern over loss of wildlife through collisions with vehicles. There is also a potential conflict between the through traffic and pleasure drivers/motor vehicles and bicyclists. Traffic congestion through Sinclair Canyon and commercial traffic noise, tarping and overweight loads also pose management problems.

3.2 Swimmer

Definition:

The swimmer activity group includes persons participating in swimming, bathing, diving, sunbathing, showering and massage therapy in the Radium Hot Springs Aquacourt.

Statistics:

Swimmers make up 18% of the total park market. The number of swimmers has been dropping since 1980-81, however there is some indication that the level is stabilizing. The annual five year average for swimmers is 390,864 people. It is estimated that 80% of these people are repeat visitors, with the majority coming from Alberta. Couples and families are the most common party types, and the average party size is 3.5 persons. Age levels vary depending on party type, and span the full range from infant to senior.

Trends:

While participation in the swimming activity is increasing on a national level, swimming in the park has been decreasing in the past few years, and may now be stabilizing. The main reasons for this decline is likely the development of intervening opportunities, including similar facilities developed closer to home, and the increasing popularity of comfort-oriented vacations (resorts with spas, etc.) and a facility that does not meet current customer needs and expectations.

Important Characteristics:

Swimmers use park facilities year-round, with peaks from June to September and holiday weekends. This visitor activity group seek outdoor swimming and soaking in a natural setting with natural hot water where they can exercise, develop swimming skills, sunbathe, relax and have therapeutic massages at prices that families and seniors can afford. They require safe, clean and sanitary facilities with disabled access.

Basic Needs:

Before the Park Visit (Trip Planning):
- need advance information on all opportunities, facilities, and services in the park, and specific information regarding hot pool hours, services available, and costs.
- need advance information on road conditions, routes to park, hazards.

En Route To the Park (Orientation):
- need distance/directional signage to the parks.

Arrival at the Park (Reception, Orientation, Information):
- need to know that they have arrived in the park.
- need a broad orientation to park opportunities, facilities, and services.
- need concise information on park regulations.
- need information related to the swimming activity.

En Route to the Pools (Orientation, Information):
- need directional signage for all facilities and services, specifically those related to the swimming activity.

Arrival at Pools (Orientation, Information):
- need detailed, site-specific orientation to all facilities related to pools.
- need detailed information about pool regulations.
- need safe access and secure parking facilities.

During the Activity (Recreation, Interpretation):
- need clean, accessible facilities.
- need professional and efficient service.
- need interpretive information related to hot spring development, wildlife in area.

After Activity (Feedback, Information):
- need directional guidance out of the building and to the parking lot.
- need an opportunity to comment on experiences, facilities and services.
- need information on location of restaurants, accommodations, and other services in area.

Management Concerns:

Management concerns related to resource conservation at the swimming site include the manipulation of the natural hot springs feature for use by the public, the protection of the rubber boa and rare plant species, and the water quality in the pools and creek. Visitor-related concerns include the declining use, and potential user conflicts between active swimmers, divers, and recreational users.

3.3 Heritage Appreciator

Definition:

The Heritage Appreciator Activity Group is comprised of persons interested in learning Kootenay National Park's heritage, including people participating in the park's interpretive and extension programs, research projects, wildlife viewing and photography.

Statistics:

Approximately 20,000 visitors per year participate in Kootenay National Park's interpretation program.

Heritage appreciation is a year-round activity. Interpretive programs occur primarily in July and August, while extension programs are commonly held in the fall, winter and spring. Wildlife viewing is primarily an early morning and evening activity, while photography most often depends on weather and light conditions.

ACTIVITY	NUMBER	TREND
Interpretation in Park	20,000(E)	stable
Personal Extension	2,000(E)	increasing
Non-personal Extension	3,000,000	increasing
Wildlife Viewing and Photography	500,000(E)	increasing

E = estimate

Trends:

The rising concern over the environment since the mid-70's, and the popularity of the environmental movement have generated an increasing desire on the part of Canadians to learn more about our natural environment. Wildlife viewing is currently one of the most popular outdoor activities in Canada and the United States. Each year over 32 million North Americans take a trip from home to view wildlife.

Heritage Appreciators span all age groups, from pre-schoolers to seniors, and include all party types. Wildlife viewers and photographers are the most homogeneous of all activity groups in this category, and most commonly 25-34 years in age and highly educated.

Important Characteristics:

Heritage Appreciators seek to gain knowledge of natural and human history, and to see and photograph wildlife at close range in a natural setting. Entertainment, exercise and adventure are also sought. Campers are the primary user of the interpretive program while extension is targeted to local schools, service clubs and residents.

Basic Needs:

Before the Visit (Trip Planning):
- need to know what opportunities for heritage appreciation are available, how and where to inquire about these services, what park regulations apply to these activities.
- need advance information on all opportunities, facilities, and services available in the park.

En Route To the Park (Orientation):
- need distance/directional signage to the park.

Arrival at the Park (Reception, Orientation, Information):
- need to know that they have arrived at the park.
- need a broad orientation to park opportunities, facilities and services.
- need specific information and regulations regarding activity/ies which they are planning to undertake.
- need current weather and trail conditions.
- need a schedule of interpretive activities.

During Activity (Recreation, Interpretation, Extension):
- wildlife viewers and photographers need locations of most recent sightings of flora and fauna, and locations of scenic vistas.
- need safe access to activity site, adequate parking, and washroom nearby.
- need staff to relate to visitors professionally and in a knowledgeable fashion.
- need interpretive and extension program presentation to be informative, enjoyable and entertaining, and to satisfy the group needs and expectations.

After Activity (Feedback, Information):
- need an opportunity to comment on experiences, facilities and services, and to report wildlife sightings to park officials.
- need to know where to obtain more information on what they have experienced.
- need to know location of restaurants, accommodations and other commercial services in or near the park.

Management Concerns:

The environmental conservationist philosophy of many in this group most clearly resembles that of our mandate, making this an important target group. The educational and awareness multipliers created by providing services to this group are also major factors for this group. There is a need to co-operate with the Four Mountain Parks and surrounding region in the presentation of shared messages, and to develop more interpretive facilities in association with other recreational facilities on site.

3.4 Frontcountry Campers

Definition:

The frontcountry camper activity group is made up of those visitors who stay one night or more in park campgrounds which are readily accessible by private vehicle. They may also participate in activities such as frontcountry hiking, frontcountry skiing, trail bicycling, snowshoeing, fishing, and participating in interpretive programs.

Statistics:

Camping in Kootenay National Park has declined since 1980. The 10 year average is 85,770 people. Forty-seven percent of all campers are Albertans, 31% are Americans, 12% are British Columbians, 8% are from other parts of Canada, and 2% are Europeans. The average party size is 2.7 people, and the most common party types are couples and families. It is estimated that 50% to 60% of all campers are repeat visitors averaging one to two nights stay. Camping in the park is possible from early May to early September, with limited opportunities for off-season camping. More fall season camping would occur if campgrounds like Redstreak were to remain open.

Trends:

Participation in frontcountry camping is affected by such external trends as amount of leisure time, aging of the population, and price of gas. Camping is declining nationally and in the park, mainly because former campers are taking shorter vacations closer to home, and may be choosing more comfort-oriented vacations such as visits to resorts.

Important Characteristics:

Frontcountry campers seek accessible campgrounds in a scenic natural setting, with a range of comfortable, convenient, and safe facilities and services available. They prefer relatively quiet sites with adequate spacing between sites, yet with the opportunity to socialize if desired. A range of interpretive and recreational opportunities--providing benefits of education, entertainment, socialization, relaxation, and exercise--is also appreciated by this group.

Basic Needs:

Before the Park Visit (Trip Planning):
- need advance information on all opportunities, facilities, and services available in the frontcountry, and specific information on campgrounds in the park.

En Route To the Park (Orientation):
- need distance/directional signage to the parks.

Arrival at the Park (Reception, Orientation, Information):
- need to know that they have arrived in the park.
- need a broad orientation to park opportunities, facilities, and services.
- need clear information on regulations, fees, and management messages related to camping.

En Route to the Campground (Orientation):
- need directional signage for campgrounds.
- need safe access to campgrounds.

Arrival at the Campground (Orientation, Information):
- need detailed, site-specific orientation to campground and information about opportunities and facilities available.
- need staff to relate to them in a professional manner.

During Activity (Recreation, Interpretation):
- need clean, well maintained, and accessible facilities.
- need a range of sites to choose from, from primitive to developed, offering a variety of benefits including near-solitude, socialization, safety, and security.
- need a range of interpretive and recreational opportunities, providing benefits of education, entertainment, socialization, relaxation, and exercise.

After Activity (Feedback, Information):
- need an opportunity to comment on experiences, facilities, and services.
- need to know where to obtain more information on what they have experienced.
- need to know location of other campgrounds in park and area.
- need to know availability of nearby commercial services.

Management Concerns:

The decline in the number of campers in Kootenay National Park, particularly at McLeod Meadows Campground is of prime concern. Resource conservation concerns such as tramping of vegetation, and bear/camper conflicts are also important. This group also generates more security concerns with respect to theft and vandalism than any other group. Visitor conflicts may also occur when two user groups with different needs and expectations come in contact with each other (rowdies and noisemakers and socializers vs. solitude-seekers and quiet campers).

3.5 Wilderness Adventurers

Definition:

The wilderness adventurer activity group is defined as those visitors using backcountry opportunities, facilities, and services, who engage in activities such as backcountry camping, hiking, backpacking, climbing, snowshoeing, horse riding, mountaineering, backcountry skiing, trail bicycling, boating and fishing in Kootenay National Park.

Statistics:

Approximately 10,000 wilderness adventurers use Kootenay National Park.

ACTIVITY	NUMBER	TREND
Backcountry Camping	1,432	decreasing
Backcountry Hiking	7,000(E)	increasing
Horseback Riding	100(E)	stable
Mountaineering	1,000(E)	increasing
Skiing	1,000(E)	increasing
Trail Bicycling	100(E)	increasing
Boating	500(E)	increasing
Fishing	1,250	decreasing
Wilderness Adventurer Total	10,000(E)	increasing

E = estimate Belland, C.1987,

Trends:

The rising popularity of adventure-recreation is a phenomenon of modern society, with more leisure time, more discretionary income, and more of a need for fulfilling recreational experiences. Rapid advancements in the technology of adventure-recreational equipment combined with more competent and professional guides are other factors which will encourage increasing numbers of people to participate in the future.

The majority of Wilderness Adventurers (50% to 75%) are Albertans most commonly from Calgary. It is expected that 50% to 60% of these people are repeat visitors who stay one to three days.

Important Characteristics:

The wilderness adventurers seeks an outdoor experience in varied terrain (semi-primitive to wildland), with little evidence of negative man made intrusions and many scenic vistas. The varied benefits they seek include solitude, skill development, risk, adventure, communion with nature, and social interaction. Most wilderness adventurers plan destination trips, and commonly choose loop routes for this reason.

Basic Needs:

Before the Park Visit (Trip Planning):
- need advance information on all opportunities, facilities, and services available in the backcountry.
- need information on skill and equipment requirements of the activities in which they wish to participate.
- need to know where to get more information when they arrive in the park.
- need information on guiding services.

En Route To Park (Orientation):
- need distance/directional signage to the parks.

Arrival at the Park (Reception, Orientation, Information):
- need to know that they have arrived in the park.
- need a broad orientation to park opportunities, facilities, and services.
- need clear, concise information on regulations, registration, and other park management messages.
- need current information on conditions related to activities.
- need registration services (where required).

En Route to Activity Site (Orientation):
- need directional signage for facilities and services (i.e.: trailheads, boat launches).

Arrival at Activity Site (Orientation, Information):
- need detailed site-specific orientation to and about activities and facilities.
- need detailed information about regulations, registration, search and rescue procedures.
- need information regarding safety, equipment, and skills.
- need proper access and secure parking.
- need clean, accessible washroom facilities.
- need information on weather conditions, trail conditions, hazards.

During Activity (Recreation):
- need a wilderness setting where they can experience a sense of accomplishment, physical challenge, risk, adventure, and solitude.
- need a variety of settings where they can take part in a number of outdoor pursuits or develop their skills in specific activities.
- need to have knowledge of low impact camping, location of biffies, water and wood supplies, food cache poles, distance to next campsite, shelter, pull-out.

After Activity (Feedback):
- need an opportunity to comment on experiences, facilities, and services.
- need to know location of park campgrounds, hot pools, campgrounds nearby, commercial services close to park.

Management Concerns:

Resource conservation concerns in the backcountry include impact to soil and vegetation through use of sensitive areas, impacts of litter and human waste, the potential for bear encounters, impacts on fish populations through development of bridges for trail bicyclists, and the potential of introducing exotic plants through horse use. Present use levels have kept user/user conflicts to a minimum, however there is potential for conflict between hikers/horses/bikers and between cross-country skiers and snowshoers. Visual impact of contact with other groups and noise has an negative effect on the wilderness adventurers' experience. Liability concerns with this group are increasing as wilderness recreation is popular.

3.6 Through Traffic

Definition:

The through traffic activity group is made up of anyone using the highway through the park as a route to other destinations, including commercial and private vehicles. These people do not stop in the park except for emergencies, short washroom breaks, or for automobile-related reasons.

Statistics:

Through traffic originates primarily in Calgary, Alberta, in British Columbia, and the north-western United States. A variety of party types make up this group, including individuals, couples, families and groups. Party size varies depending on party type, and is generally 2 to 4 persons per private vehicle, 1 person for commercial traffic (truckers), and 26 people for buses.

ACTIVITY	NUMBER	TREND
Commercial Trucks	40,800	increasing
Buses	457,988	increasing
Private travelers	734,809	increasing

Trends:

Use by through traffic is affected by external trends (i.e. price of gas, transportation strikes, attractions in surrounding regions such as the 1988 Olympics in Calgary, and Expo 86 in Vancouver). Over the past five years, use by this group has been on the increase, especially use by commercial traffic.

Important Characteristics:

People in the through traffic user group spend from 1 to 2 hours in the park. They do not want to be delayed, and are not interested in participating in any park activities during their visit. Most do appreciate the park scenery, but are interested only in reaching their destination quickly and safely.

Basic Needs:

Before the Park Visit (Trip Planning):
- need accurate information on potential hazards, possible delays, and poor conditions for travel.
- need detailed maps and directional signage showing routes and services available along the way.

Arrival at the Park (Reception, Orientation, Information):
- need clear entry signs into the parks.
- need emergency services, automobile services, and clean, accessible washrooms.
- need road signage indicating next service available.

En Route Through Park:
- need safe and convenient routes, allowing for travel south to North on Kootenay Parkway, and West Gate to Settler's Road and return.
- need emergency services, automobile services, and clean, accessible washrooms.
- need concise park regulations regarding travel.

Leaving the Park:
- need to know they are leaving the park.
- need refreshments, gas, and accommodations conveniently located near travel route.

Management Concerns:

For most people in the through traffic activity group, the Kootenay National Park experience is limited to what can be seen through car windows at 90 kph. Informing this group that they are in the park is a prime concern. Since through traffic represents a large potential market for the park, strategies will be developed to encourage these people to stop and appreciate what the park has to offer. Management concerns for this group are similar to those for the pleasure driver group, and include public safety, collisions with wildlife, traffic congestion, conflicts among pleasure drivers, through traffic, and bicyclists.

4.0 Ranking Of Visitor Activity Groups

Results of the ranking are as follows:

Market Segment #1: Pleasure Drivers

	less				more
Profitable	1	2	3	4	(5)
Measurable	1	2	3	4	(5)
Accessible	1	2	(3)	4	5
Substantial	1	2	3	4	(5)
Defensible	1	2	3	4	(5)
Durable	1	2	3	4	(5)
Competitive	1	2	3	(4)	5

TOTAL = 32

Market Segment #2: Swimmer

	less				more
Profitable	1	(2)	3	4	5
Measurable	1	2	3	4	(5)
Accessible	1	2	3	4	(5)
Substantial	1	2	3	4	(5)
Defensible	1	2	3	4	(5)
Durable	1	2	3	4	(5)
Competitive	1	2	3	4	(5)

TOTAL = 32

Market Segment #3: Heritage Appreciator

	less				more
Profitable	1	2	3	4	(5)
Measurable	1	2	(3)	4	5
Accessible	1	2	3	(4)	5
Substantial	1	2	3	4	(5)
Defensible	1	2	3	(4)	5
Durable	1	2	3	4	(5)
Competitive	1	2	3	4	(5)

TOTAL = 31

Market Segment # 4: Frontcountry Camper

	less				more
Profitable	1	2	3	(4)	5
Measurable	1	2	3	4	(5)
Accessible	1	2	3	(4)	5
Substantial	1	2	3	(4)	5
Defensible	1	2	3	(4)	5
Durable	1	2	3	4	(5)
Competitive	1	2	3	(4)	5

TOTAL = 30

Market Segment # 5: Wilderness Adventurer

	less				more
Profitable	1	2	3	4	(5)
Measurable	1	2	(3)	4	5
Accessible	1	2	3	(4)	5
Substantial	1	2	(3)	4	5
Defensible	1	2	3	4	(5)
Durable	1	2	3	4	(5)
Competitive	1	2	(3)	4	5

TOTAL = 28

Market Segment # 6: Through Traffic

	less				more
Profitable	(1)	2	3	4	5
Measurable	1	2	3	4	(5)
Accessible	1	2	(3)	4	5
Substantial	1	2	3	(4)	5
Defensible	1	2	3	(4)	5
Durable	1	2	3	4	(5)
Competitive	1	2	3	(4)	5

TOTAL = 26

Definitions:

Profitable: Revenue generation potential or long term support for the mandate.

Measurable: You should be able to measure the size.

Accessible: You must be able to reach the targeted market segments through promotion. And the target market must be able to reach you.

Substantial: The targeted market segment must be large enough to justify the expense of marketing to it.

Defensible: You should be able to demonstrate that the characteristics by the market segment are sufficiently unusual to justify a special marketing program.

Durable: There must be some expectation that the market segment will remain viable over a reasonable period of time; it should not be based on a fad.

Competitive: You should be able to demonstrate a definite advantage over your competitors in serving the needs and wants of the targeted market segment.

Profitable: Revenue generation potential or long term support for the mandate.

Appendices

APPENDIX 3
ACTION ITEM PRIORITIES
AND TIME ACTION SCHEDULES

APPENDIX 3
ACTION ITEM PRIORITIES
AND TIME ACTION SCHEDULES

This Appendix provides details on action item priorities, implementation, tasks and phasing.

1. Priorities

It is not possible to implement all action items right away. Accordingly priorities have been established.

All action items were quickly assessed to determine degree of impact against what resources it would take to implement them. As such the following priority categories were identified:

A...low cost/high impact
B...high cost/high impact
C...low cost/low impact
D...high cost/low impact

Definitions:

Low Cost: any action item that does not require additional person years and costs less than 10.0 dollars to implement. These are typically operational projects.

High Cost: any action item requiring more than 10.0 dollars or additional person years to implement. These are typically capital projects.

High Impact: any action item that would have a significant affect on on large numbers of visitors or a priority Visitor Activity Group or a significant positive influence on the park operation.

Low Impact: any action item that would have an affect on limited numbers of visitors or has a marginal or negative influence on operational efficiencies.

Capital projects were further priorized using additional criteria including the Strategic plan, management plan priorities and MYOP ranking procedures. These criteria were developed by WRO Operational managers and Programming. The capital program ranking category for MYOP purposes has been identified.

All major action items are listed in the next few pages in relative order of priority. The appropriate plan section is noted in order to facilitate referencing and the page in the Appendix in which the time action schedule can be found. These schedules should be reviewed to determine the full scope of initiatives.

CATEGORY "A"
LOW COST - HIGH IMPACT

Action Item	Plan Section	Appendix Page
* Purchase FAX	Trip Planning	5
* En Route directional Signage	En Route	5
* Develop Parks Companion newspaper	Visitor Use & Promotion	5
* Establish Park co-ordinator for disabled services	Disabled Access	6
* Enhanced hospitality training for Aquacourt staff	Visitor Use & Promotion	6
* Staff training	Trip Planning, Arrival, Promotions 2(c)	6
* Develop operational procedure for incoming telephone calls	Trip Planning	8
* Establish park communications steering committee	Communication Guidelines	8
* Co-ordinate 4 mountain park information	Arrival	8
* Improve internal park communications	Arrival	9
* Investigate co-operative association viability	Co-op Association	10
* Establish park co-ordinator for monitoring	Monitoring	11
* Develop theme & messages tracking	Monitoring	11
* Install trail counters	Monitoring	11
* Install loop counters & auto.kiosks	Monitoring	12
* Inventory 3rd party information centres & bulletin boards	Trip Planning	12
* Information to travel outlets	Trip Planning	12
* Publications Assessment	Trip Planning & Monitoring & Regional Integration	13
* Develop operational camping strategy	Frontcountry Camping	16
* Develop and maintain data base	Socio-Econ	16
* Improve cost accounting	Monitoring	16
* Develop mailing lists	Visitor Use & Promotion	16
* Develop interim media information	Arrival	19
* Upgrade and Implement sign plan	Arrival	20
* Investigate price packaging	Visitor Use & Promotion	21
* Develop Park identifiers	Arrival	22
* Provide writers with stories	Co-op Association	22
* Trip Planning Information Package	Trip Planning	23
* Investigate Van Shuttle service	Regional Integration	23

CATEGORY "B"
HIGH COST - HIGH IMPACT
& CATEGORY "D"
HIGH COST - LOW IMPACT

(All items below are Category B unless otherwise indicated)

Action Item	Plan Section	Appendix Page
NON-DISCRETIONARY		
40 - Health & Safety		
* Implement Road Safety	Pleasure Driving	24
* Purchase radio-telephones (category "D")	Frontcountry Camping	46
* Well drilling for picnic areas		24
50 - Projects in Execution		
* Implement Vermilion Pass Burn IMU	Heritage Apprec.	24
* Implement Continental Divide Pass orientation display	Arrival	25
DISCRETIONARY		
CORE 100, Level 1, High		
* Repair backcountry trails	Backcountry Hiking	46
* Repair backcountry campsites	Backcountry Hiking	46
* Repair frontcountry trails	Pleasure Driving	46
* Install toilets at trailheads	Arrival	47
(All Core 100 are category "D")		
See backcountry management plan for detailed priorities		
CORE 200, Level 1, High		
* Radium Hot Springs VRC Development	Arrival	26
* Kootenay Parkway media & recreation development, Picnic Area upgrading	Pleasure Driving, Picnicking, Arrival, Disabled Access	28
CORE 300, Level 1, High		
* Redevelop Aquacourt	Swimming, Disabled	30
CORE 200, Level 2, High		
* Develop Interactive Video	Regional Integration Arrival	31
* Implement survey & data instruments	Socio-Econ	33
* Develop media for Aquacourt	Arrival, Heritage Appreciation	34
* Develop awareness program	Awareness	35
* Entrance point media & signage	Arrival	37
* Develop campground media	Arrival, Heritage Appreciation	38

CORE 200, Level 3, High		
* Develop activity guides	Heritage Apprec.	39
CORE 200, Level 1, Medium		
* Marble Canyon VRC Upgrade	Arrival	40
CORE 200, Level 2, Medium		
* Portage Hector Gorge	Recreation, Boating	48
CORE 300, Level 2, Medium		
* Upgrade Campgrounds	Frontcountry Camping	38
* Disabled Access Administration Bldg	Disabled	49

CATEGORY "C"
LOW COST - LOW IMPACT

Action Item	Plan Section	Appendix Page
* Strengthen Inter-agency contact	Regional Integration	42
* Upgrade Visitor Services information manual	Regional Integration	42
* Increase interpretive events at viewpoints	Visitor Use & Promotion	42
* Resolve Audio-visual collection shortfalls	Communication Support Service	42
* Update Backcountry Management Plan	Hiking	42
* Strengthen Union relationships	Co-op Association	43
* Improve awareness of volunteer program	Co-op Association	43
* Improve specimen collection	Comm Support Service	43
* New agreement for groomed cross-country ski trails	Skiing	43
* Develop collections inventory and storage procedures	Comm Support Service	44
* Instruct staff in visitor feedback	Monitoring	44
* Fay Hut operation	Mountaineering	44
* Prepare articles on shoulder season hiking	Visitor Use & Promotion	44
* Develop X-country ski signs	X-Country Ski.	45
* Improve river access/egress	Recreation, Boating	45
* Change letterheads	Awareness	45

2. Time Action Schedules

The following time action schedules have been developed to indicate the degree of scope for each project, major tasks involved to complete the project, responsibilities, class "D" costs where resources are required, and general phasing. They are not intended to be carved in stone but rather to act as guides to establish realistic work plans and to help refine the park's MYOP.

2.1 Implementation Schedule for Priority "A" Projects

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.1 PROJECT: PURCHASE FAX			
Secure funds from every CCM misc. equipment budget	Supt	Spring '89	Trip Planning
Requisition	CFA	Spring '89	
2.1.2 PROJECT: ENROUTE SIGNAGE			
Follow up with sign requests	CVS	Spring '89	Enroute
Facilitate implementation	CVS	Fall '89	
2.1.3 PROJECT: PARKS COMPANION NEWSPAPER			
Write editorial	BNP,JNP,YNP,KNP	Spring '89	Promotions
Co-ordinate and compile	ACPI (KNP)	Spring '89	Heritage Appr.
Co-operative Agreement	4 Mtn. Parks and Kootenay Advertiser	Spring '89	
Layout and print	Kootenay Advertiser	June '89	
Ongoing updates	Comm. Steering Committee	Winter '89	

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.4 PROJECT: DISABLED COORDINATOR			
Become familiar with disabled standards	VSO	Fall '89	Disabled
Become familiar with disabled strategies in service plan	VSO	Fall '89	
Establish contacts with local groups	VSO	Ongoing	
Facilitate implementation of service plan strategies	VSO	Ongoing	
2.1.5 PROJECT: ENHANCED HOSPITALITY TRAINING FOR AQUACOURT STAFF			
Memo to Ilona outlining training requirements	CVS, ADM	Spring '89	Promotions

2.1.6 PROJECT: STAFF AND OTHER AGENCIES TRAINING

Objective

To develop a training program for park staff and other agencies in the local area and region.

Problem/Opportunity

Improve accuracy and timeliness of information delivered by park staff and other agencies.

Scope

- formal training sessions
- video presentations
- information packages

Constraints/Considerations

- Production time and costs for video need to be identified as this will guide to what extent the park will be involved with this type of media.

- Cooperation of other agencies in accepting this type of training.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Contact other agencies for interest	Summer '89						CVS
Determine scope & target audience	Summer '89						CVS
Develop outline for training content	Summer '89						CVS
Develop game for concessionaires based JNP game	Fall '89						ACPI
Produce game and distribute		X 1.0					CVS,ACPI
Produce & prepare video clips	Summer '89	X 5.0					CVS,ACPI
Distribute video clips to other agencies			X				

O&M Time

Park - 2 months

Notes

- Possible volunteer project for EKCC or Selkirk College
- Not in current MYOP
- incorporate BNP & WNP generic videos i.e. backcountry
- possibly convert slide orientation program to video

Plan Sections

- Pre-trip
- Arrival
- Promotions
- Regional Integration

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.7 PROJECT: OPERATIONAL PROCEDURE FOR INCOMING TELEPHONE CALLS			
Precisely define nature and scope of problem	Park Managers	Winter '89	Trip Planning
Think tank with telephone companies	CVS, CFA and BC Telephones	Winter '89	
Identify options	CVS, CFA and BC Telephones	Winter '89	
Implement change	CFA	Spring '90	
2.1.8 PROJECT: ESTABLISH PARKS COMMUNICATION STEERING COMMITTEE			
Determine members	Park Managers	Spring '89	Communication Guidelines #7
Define role of and method of operating	Park Managers	Spring '89	
Review Service Plan Projects	Park Managers	Spring '89	
2.1.9 PROJECT: COORDINATE FOUR MOUNTAIN PARK INFORMATION			
Establish best format	Comm. Steering Committee	Summer '89	Arrival
Develop and maintain weekly contacts with other parks	Comm. Steering Committee	Winter '89 ongoing	

2.1.10 PROJECT: INTERNAL PARK COMMUNICATIONS
(Weekly - weather, avalanche, trail and road reports)

TASKS	WHO	MILESTONE	PLAN SECTION
Establish format and daily procedures and guidelines for park newsletter	Comm. Steering Committee	Summer '89	Arrival
Implement	Comm. Steering Committee	Summer '89	
Pursue obtaining data	CPW, CVS, GW	Summer '89	Pretrip
Develop format and operational procedure	Comm. Steering Committee	Fall '89	
Confirm distribution strategy and costs	Comm. Steering Committee	Fall '89	
Determine ongoing responsibility	Comm. Steering Committee	Fall '89	
Implement	Comm. Steering Committee	Fall '89	

2.1.11 PROJECT: CO-OPERATIVE ASSOCIATION

Objective

To establish a co-operative association for Kootenay National Park

Problem/Opportunity

- attempt has been made in the past to establish a co-operative association but unsuccessful.
- time may nov be ripe for establishing an association.

Scope

- local communities bases (Spillamacheen to Canal Flats)
- possible location in joint visitor reception center at Radium Hot Springs for sales outlet.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Assess viability	X						CPI
Write By laws Using existing Co-op By-laws		X					Volunteer Committee
Application for Non-profit Society		X					Volunteer Committee
Develop Co-op Agreement		X					CPI,WRO Interp.

Plan Section

Co-operative Associations & Volunteers

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.12 PROJECT: PARK COORDINATOR FOR MONITORING & SOCIO-ECONOMIC INFORMATION			
Assign responsibility	Park Mangers	Spring'89	Socio-economic and Monitoring
Define responsibilities	Park Managers Coordinator	Spring'89	
Become familiar with service plan	Coordinator	Spring'89	
Oversee implementation of socio-economic and monitoring strategies	Coordinator		
2.1.13 PROJECT:DEVELOP & MAINTAIN DATA BASE FOR THEME & MESSAGES PRESENTATIONS			
Develop system	ACPI and Receptionist	Spring'89	Monitoring
Outline requirements to staff and prepare data input sheets	ACPI Seasonal Interp.	Spring'89	Monitoring
Submit input sheets for computer input	Interp Staff	end of season end of fiscal year	
Place data in computer and prepare reports	Receptionist	ongoing	
2.1.14 PROJECT: TRAIL COUNTERS			
Contact Special Projects for briefing and functional advice	Park Monitoring Coordinator	Spring'89	Socio-economic and Monitoring
Develop rotating schedule for trail counters	Park Monitoring Coordinator	Spring'89	
Develop operational procedure for monitoring and recording data on a weekly basis	Park Monitoring Coordinator	Spring'89	
Purchase more counters if needed	Park Monitoring Coordinator	Fall '89	

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.15 PROJECT: LOOP COUNTERS AND AUTOMATIC KIOSK			
Site meeting to determine site locations for counters and options for counter types	CVS, WRO-Special Projects, A&E Traffic Surveyor	Summer'89	Monitoring
Determine responsibility for data retrieval and analysis	CVS, WRO-Special Projects A&E Traffic Surveyor	Fall '89	
Prepare report	CVS	Winter'90	
Prepare PIPS	CVS	Winter'90	
Purchase counters and install	CVS	1990/91	
2.1.16 PROJECT: INVENTORY OF THIRD PARTY INFORMATION OUTLETS & BULLETIN BOARDS			
Define boundaries and scope of project	PCSC	Late Spring'89	Pretrip
Inventory of facilities and description of services	PCSC	Summer '89	
Photograph of facilities inside and out	PCSC	Summer '89	
Determine what type KNP info each could best use/handle	PCSC	Summer '89	
Mailing addresses of each and report	PCSC	Fall '89	
2.1.17 PROJECT: INFORMATION TO TRAVEL OUTLETS			
Based on inventory report, decide type of info to be distributed to each and when	Communication Steering Committee	Summer '89	Pretrip
Distribute	Communication Steering Committee	Ongoing	

2.1.18 PROJECT: PUBLICATIONS ASSESSMENT

Objective

To assess park publications and propose revisions where necessary to ensure effective and efficient use of funds by March 1990.

To assess publications produced by third parties to determine accuracy of information on Kootenay National Park by March 1990.

Problem/Opportunity

Park publications are not effectively targeted to specific visitor activity groups, there is a lack of publication funds plus there is a need for better co-ordination amongst the Four Mountain Parks.

With third party publications, there is a need for greater input into these publications to ensure accuracy of information and to a certain extent control the type of information contained within them.

Scope

1) All Kootenay National Park publications will undergo review for effectiveness in achieving visitor needs and park needs. Deletions, additions and modifications to the existing "package" of publications will be considered. Distribution of each publication will also be reviewed. A plan for effective utilization of funds will be prepared.

2) All other Canadian Parks Service publications that make reference to Kootenay National Park will be assessed to determine appropriateness and accuracy of information and to ensure park publications effectively integrate with the national package (eliminate redundancies). Recommendations will be put forward to regional office.

   Numbers 1 and 2, mentioned-above, will be assessed based on visitor activity group needs at each trip stage, messages that need to be communicated and dollar effectiveness.

3) For third party publications, an inventory of those that include information on Kootenay National Park will be prepared. These will be sorted by activity and will be priorized to determine most useful to Kootenay National Park. Contacts will be established with priority third party groups in order to provide them with accurate information on Kootenay National park.

Considerations/Constraints

- The amount of funding available for park publications needs to be identified as this will be the guiding factor as to what publications the park should focus on.

- Rough idea of quantities of publications needed will also be a major factor in determining the best approach.

- Publications that have strong potential for joint ventures need to be identified.

- Quantity of existing publications needs to be known.

- Distribution methods for each publication also need to be known.

- All three aspects of this project to be done at the same time.

Phasing/Costs

TASKS	Year 1	RESPONSIBILITY
Obtain copy of MRG publication Assessment Report	Winter X	ACPI
Inventory all publications and pull together background information as per considerations	X	ACPI,CVS
Assess existing publications	X	ACPI, CVS, Head Media Unit WRO, WRO Information Services
Determine what publications are needed	X	ACPI, CVS, Head Media Unit WRO, WRO Information Services
Outline Table of Contents for each publication (not in detail)	X	ACPI, CVS, Head Media Unit WRO, WRO Information Services
Identify co-venture possibilities	X	ACPI, CVS, WRO Interp & Info Serv.
Propose changes	X	ACPI, CVS, Head Media Unit WRO, WRO Information Services

Publications plan and distribution strategy (direction for utilizing funds and publication development)	X		ACPI, CVS, Head Media Unit WRO
Implementation strategy	X		ACPI, CVS, Head Media Unit WRO
Regional review	X		WRO Information Services
Approval	X		Supt,

O&M Time

Park - 1 month
Western Regional Office - 2 weeks

Notes

Park has started the inventory.

The plan should include simple mock-ups of any proposed new publications.

Plan Sections

- Trip Planning
- Socio-economic Monitoring
- Co-operation
- Enroute
- Communication Messages
- VAG Profiles
- Awareness
- Arrival
- Heritage Presentation

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.19 PROJECT: OPERATIONAL CAMPING STRATEGY			
Meet with GWM to work out details for maintenance and operation schedules	CVS, GWM	Spring '89	Camping
2.1.20 PROJECT: VAMP DATABASE			
Update VAG profiles every second year as info is available	Monitoring Co-ordinator	Year 2	Monitoring
Liaison with WRO VS and D. Chambers for most efficient manner	Monitoring Co-ordinator	Year 2	
2.1.21 PROJECT: COST ACCOUNTING			
Review MIF and levels of service to determine common areas	CVS, CPI, GWM	Year 2	Monitoring
Identify gaps in MIF	CVS, CPI, GWM	Year 2	
Propose changes and system format	CVS, CPI, GWM	Year 2	
Agreement in park	Management Committee	Year 2	
Implement changes	CFA	Year 2	

2.1.22 PROJECT: MAILING LISTS

Objective

Develop mailing lists for each visitor activity group, and in some cases for individual activities.

Problem/Opportunity

- Get a better handle on who Kootenay National Park's customers are and where they are from.
- For use in specific promotional efforts on management strategies.
- For future use in surveys.

Scope

- to include individuals, clubs and organizations.
- research the availability of existing mailing lists which could be used.

Constraints/Considerations

- mailing lists to be in PCFile and DBase III format.
- priorities for developing lists are:

1. Wilderness Adventurers
2. Windermere Valley Through Traffic
3. Heritage Appreciators
4. Frontcountry Campers

Stats Canada approval required prior to establishing mailing lists.

Wilderness Adventurers Mailing Lists

TASK	RESPONSIBILITY	WHEN
Meeting with special projects to sort out details and initiate Stats Canada approval	CVS, CPI, WRO: VS, WRO Marketing	Year 2
Approval	WRO Special Projects	Year 2
Review the last two years of backcountry permits and extract information; input into computer	CVS	Year 2
Generate request to accompany backcountry permits to ask the users to voluntarily add their name and address to the mailing lists - change backcountry permit	CVS, WRO VS	Year 3
Obtain Stats Canada approval for this approach	CVS, WRO Special Projects	Year 3
Brief staff on why and how to do the above-mentioned	CVS	Year 3
Extract names and addresses from letters of enquiries for the mailing lists	CVS	Year 2
Input into computer	CVS	Ongoing

Windermere Valley Through Traffic Mailing List

TASK	RESPONSIBILITY	WHEN
Establish a list of cottage, condominiums/time share associations and trucking companies	CPI	Year 2
Write to cottage and condominium/time share associations and request access to their mailing lists, or alternatively, make their members aware of the possibility of putting their names on the mailing lists	CPI	Year 2
Put the information received into the computer and generate mailing lists	CPI	Year 2

Heritage Appreciators Mailing List

TASK	RESPONSIBILITY	WHEN
To be captured from feedback forms which are to be provided at all major public programs	CPI	ongoing

Frontcountry Campers Mailing List

TASK	RESPONSIBILITY	WHEN
Change camping permit to obtain mailing address	CVS	ongoing
Obtain Stats Canada approval for this approach	CVS, WRO Special Projects	

Off-Season Swimmers Mailing List

TASK	RESPONSIBILITY	WHEN
To be captured through feedback forms	CVS	ongoing

Note
The use of standardized feedback cards for comments and to develop mailing lists. Different colours for forms could be used to code different facilities.

Plan Sections - Socio-economic and Monitoring; Promotions

2.1.23 PROJECT: INTERIM MEDIA FOR MARBLE CANYON AND WEST GATE INFORMATION CENTRES AND ADMINISTRATION

Objective

To design and install temporary displays for the three locations.

Problem/Opportunity

Lack of 24 hour information, dated content, some management messages not being provided. Stop gap measure required until new Radium Hot Springs VRC and Marble Canyon VRC redevelopment take place.

Scope

- To be less than $10.0 inclusive for all 3 areas.
- Includes both exterior and interior media.

Considerations/Constraints

- Consideration be given to developing media which could be re-used in new facilities. Main emphasis is for Marble Canyon and West Gate information centres.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Develop project brief - flush out messages	X						CVS, CPI
Develop concept	X						Interp Design, CVS, CPI
Pre-design	X						Interp Design
Effective approval PIP	X						CVS, CPI
Production		X					WRO Interp, Park
Installation		X					WRO/Park
Estimated O&M Time:							
Park	3 wks	2 wks					
WRO	1 wk	3 wks					

Note - Not currently in MYOP, refer to sign plan for relevant. Candidate for Selkirk College in WRO Interp unavailable.

Plan Section - Communications (Arrival).

2.1.24 PROJECT: UPGRADE FACILITY IDENTIFICATION SIGNAGE

Objective

To upgrade facility identification signage on the Kootenay Parkway.

Problem/Opportunity

- Some facilities have poor stopping power.
- Profusion of signs at some locations.
- Inadequately located signage such that it is difficult to stop in time at facilities.
- All hazards not adequately worked.

Scope

- Modifications to existing sign plan to incorporate service plan direction.
- Installation of nev signs.
- Name changes for some locations to make them enticing to visitors.

Constraints/Considerations

- Adherence to park architectural motif.
- Superintendent to vet name changes.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Review names and propose changes.	X						CVS, CPI
Identify other - changes required	X						CVS
Modify plan	X						CVS, WRO VS
Develop phasing	X						CVS
Superintendent approval	X						Supt
Production		X	X	X	X		E&A
Installation		X	X	X	X		E&A
Estimated O&M Time: Park	2 wks						

Notes - Production of signs to be funded from regional sign program.

Plan Sections - Communications (Arrival). See Promotions.

2.1.25 PROJECT: PRICE PACKAGING

Objective

To investigate possible adjustments to park fee structures in order to introduce packaging.

Problem/Opportunity

Use of the Aquacourt and Frontcountry campgrounds (particularly McLeod Meadovs and Marble Canyon) have declined over the past fev years. Reasons for this decline are not clear. In an attempt to have use reach optimal levels, investigations and price packaging of camping and svimming fees will be persued.

Scope

Several package possibilities exist:

- frontcountry campground permits and hot pool pass.
- hot pool passes with motels.
- vehicle entry permits and hot pool passes.

Considerations/Constraints

Although time and energy by the park and WRO to investigate and pursue investigations will be relatively low, there will be significant time required by HQ if a proposal is accepted. Therefore the cost/benefit of any proposed changes must be well understood. We should not initiate a change unless it will have significant impact.

Any fee change will require Privy Council approval.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Workshop to flush out possibilities, logistics, cost/benefit		X					CVS, WRO Marketing, V.S.
Decision to pursue or not		X					Supt.
Prepare draft pricing strategy/concept		X					CVS
Approval		X					Supt RDG
Draft to HQ for policy assessment			X				WRO V.S.

Direction from HQ			X				HQ
Prepare fee proposal package including Regulatory Impact Analysis Statement (RIAS), rationale and submit to RDG, for approval			X				CVS, WRO Marketing V.S.
Review and forward to PHQ			X				WRO V.S.
HQ review and vetting			X				HQ
Regulation change				X			HQ
Implementation					X		CVS

Note

No dollars required in initial phases but will be required if changes are implemented.

TASKS	WHO	MILESTONE	PLAN SECTION
2.1.26 PROJECT: PARK IDENTIFIERS			
Determine extent, form and applications	Comm. Steering Committee	Year 2	Arrival
Implementation program - design - ordering	Comm. Steering	Year 2	
2.1.27 PROJECT: PROVIDE STORIES FOR WRITERS			
Establish list of writers and writer associations	ACPI	Fall '89	Heritage Presentation, Cooperation
Establish contact with above and suggest story topics	ACPI	Winter '89	

TASKS	WRO	MILESTONE	PLAN SECTION
2.1.28 PROJECT: TRIP PLANNING INFORMATION PACKAGES			
Wilderness Adventurers:			
- get copies of MRG package	CVS	Winter '90	Trip Planning
- review current package against VAG needs			
- incorporate results from publication assessment	CVS		
- prepare package and put on DOTS	CVS	Spring '90	
Other VAGS			
- review success of Wilderness Adventurer packages	CVS	Fall '92	
- determine approach to be used for other VAGS	CVS,CPI	Fall '92	
- prepare other packages	CVS,CPI	1993/94	
- prepare distribution strategies	CVS,CPI	1993/94	
2.1.29 PROJECT: VAN SHUTTLE SERVICE			
Present proposal to Radium Business Association	Supt	Fall '89	Regional Integration
If interested, develop an agreement	CVS	Winter '89	

2.2 Implementation Schedule for Priority "B" Projects

2.2.1 NON-DISCRETIONARY: 40 - Health & Safety

TASKS	WHO	MILESTONE	PLAN SECTION
2.2.1.1 PROJECT: ROAD SAFETY REPORT			
Review service plan and management plan and ensure requirements identified in these two are met	CVS	Summer '89	Pleasure Driving
Review report recommendations and its impact of Service Plan into MYOP	Supt	Summer '89	
Input into MYOP			
2.1.1.2 PROJECT: PICNIC AREA WELL DRILLING			
Identify well locations	CVS	Year 4	Picnicking
Initiate contract for drilling and providing pumps	GW	Year 4	

2.2.2 NON-DISCRETIONARY: 50 - Projects In Execution

2.2.2.1 PROJECT: VERMILION PASS BURN IMU

Objective

To complete implementation of Vermilion Pass IMU.

Problem/Opportunity

Pre-design for this project is complete and the project has been deferred several years.

Continental Divide Orientation media not part of project but should be.

Scope

- S.G.T.
- trailhead media
- parking lot improvements
- park entrance orientation
- separate project to be set up
- to be in phase with this project

Considerations

- Funding is approved for Interpretive Media in 1989/90.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Site meeting with entrance site signage team	Spring '89						WRO Interp, A&E, CVS & CPI
Submit PIP for orient. display	Spring '89						CVS, CPI
Flush out messages for orient. Display and provide support materials	Spring '89						CVS, CPI, review by BNP
Camera ready art Site work	100.1 (.40)						WRO Interp, A&E
Fabrication, installation and site work		82.8 (.27)					WRO Interp, A&E

Note

Should work in conjunction with new park entrance signage at divide to ensure effective integration and implementation efficiencies.

Plan Sections - Interp, Arrival

2.2.2.2 PROJECT: CONTINENTAL DIVIDE PASS ORIENTATION DISPLAY

Project to be incorporated with Vermilion Pass IMU to facilitate efficiencies in production.	CVS	Spring '89	Arrival
Submit PIP to create separate project to get funds (assess phasing for Vermilion project). Funding for 1989/90.	CVS, ACPI	Spring '89	
Flush out messages and provide support materials.	ACPI, CVS	Summer '89	
Design and implement.	WRO Interp: See Vermilion Pass IMU Schedule		

2.2.3 DISCRETIONARY CORE: 200, Level 1, High

2.2.3.1 PROJECT: RADIUM HOT SPRINGS VISITOR RECEPTION CENTRE

Objective

To plan and construct a Visitor Reception Centre in the village of Radium Hot Springs.

Problem/Opportunity

- existing information and orientation on park and regional opportunities is woefully inadequate.
- there is no focal point for presenting an overview of the park stories.
- park staff are spread out so that visitors must go to several locations to satisfy information needs.
- there is duplication of functions and resource materials because of three different existing locations that are trying to accommodate visitor needs.
- limited orientation is being provided to Four Mountain Park block.
- there is significant opportunity for co-venturing in the development and operation of the facility.

Scope

- determine location
- info/orient/interpretation facility for park and region
- operation base/office interp, visitor services, resource conservation
- community functions
- outlet for other agency travel counselors
- concept, design and construction

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Initial space of functions requirements as soon as possible	X Spring						CPI, CPW, CVS
Terms of Reference to clarify responsibilities	X Spring						WRO V.S.
Background data	X Summer						CPI, CVS, CPW
Prepare proposal for facility	X Fall						A&E, WRO Interp Des.,

							WRO VS
							3rd Parties
- analysis of visitation							
- functional spaces & square footage							
- number of staff							
- visitor needs							
- objectives							
- bubble diagram							
- class "D" estimates							
- site options							
- follow up action req.							
Reviews and CPS agreement	X Winter						Supt, RDG
Firming up 3rd party participation		X					Supt
Initial 3rd party agreement		X					Supt
Project definition PIP	X						CPI, CVS
Research - messages - visitors (if needed)		X					CPI, CVS
Conceptual design for media and building		X					CPI, CVS, CPW, A&E, WRO Interp design
Preliminary approval PIP		X					CPI, CVS
Pre-design			X				A&E, Interp design
Effective approval PIP			X				CPI, CVS
Final design				X			A&E, Interp Design
Construction & Landscaping				X	X	X	A&E, Interp Design
Installation						X	A&E, Interp Design
Estimated O&M Time: Park	6 wks						
WRO Interp	4 wks						

Notes

Proposal should be somewhere between the Queen Charlotte Islands VRC's and Revelstoke proposal documents in terms of level of detail.

Active discussions are currently under way with community groups.

Plan Sections

Arrival
Heritage Presentation
Communication Support
Area Strategies

2.2.3.2 PROJECT: KOOTENAY PARKWAY MEDIA & RECREATION, & PICNIC AREA UPGRADING

Objective

To plan and implement media and recreational opportunities for the Kootenay Parkway.

Problem/Opportunity

- the need to better group activities and recreational opportunities
- to create packages of opportunities.
- underutilized existing media because of poor planning.

Scope

- re-location of Kootenay Crossing exhibit
- trailhead information
- orientation to parkway opportunities at key picnic areas
- interpretation of park themes
- presentation of management messages
- additional strolling opportunities
- disabled access to selected picnic sites
- non-personal media and personal services to be addressed
- 19 picnic areas/trailheads
- six viewpoints
- warden stations at Kootenay Crossing, Marble Canyon and WHQ.
- OCA's - Vermilion Crossing
- Upgrading of Picnic Areas

Constraints/Considerations

- focus to be on operational priorities for viewpoints and picnic areas
- road safety report may influence this project
- must consider other related developments - Marble Canyon, Vermilion Pass Burn IMU
- trailheads should be consistent with Four Mountain Park standards currently being developed
- should be coordinated with A & E's picnic upgrading plan
- facility identification should be considered -- see sign upgrading

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Project definition approval PIP		X					CPI, CVS, WRO Interp, V.S., A&E
Site investigations			X				A&E, WRO Interp
Initial site surveys (if required)			X				A&E
Information package			X				CVS, CPI
Research			X				CPI
Media and site concepts			X				A&E, CVS, WRO Interp & VS
Preliminary approval PIP			X				CVS, CPI
Design				X			A&E, WRO Interp
Effective approval PIP				X			CVS, CPI
Fabrication construction, landscaping					X	X	A&E, WRO Interp

Notes

Separate sub-projects will be set up to facilitate efficient implementation.

A&E has completed a picnic area plan. It will need to be updated as part of this development program.

Plan Sections

Arrival
Picnicking
Pleasure driving
Disabled accessibility
Area strategies

2.2.4 DISCRETIONARY: CORE 300, Level 1, High

2.2.4.1 PROJECT: AQUACOURT REDEVELOPMENT

Objective

To develop long term options for the major retrofit of the Aquacourt.

Problem/Opportunity

- use has been declining
- in-efficient heating system
- general age facility decline - it needs an overall face lift
- public safety problems

Scope

- Two to three options for long term vision of the Aquacourt complex to be prepared for management to decide upon.

Considerations/Constraints

- area plan to provide direction to scope of development
- funding exists in MYOP for security improvements in 1989-90
- conceptual planning for redevelopment, done: part of area planning
- media proposals to be part of conceptual plan, separate Time/Action schedule.
- concept for redevelopment of the facility to be done on contract

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Prepare PIP to introduce funds to prepare plan	X						CVS review mngt planng WRO V.S.
Area planning - should start and some decisions made & Interp approaches		X					CVS, CPI, WRO Interp, Mngt Planner WRO visitors A&E
Select Contractor		X					Mngt Planner
Concept options		X					Contractor
Area plan decisions		X					Mngt Planner
Mngt direction		X					Supt, RDG
Project Definition			X				CVS, CPI
Approval PIP, Redevelop							CVS, A&E

Notes

We are limited to the existing physical structure and area.
We do not see starting over.
Must adhere to Kootenay National Park's architectural motif.

Plan Sections

Arrival
Heritage Presentation
Appendix 1

2.2.5 DISCRETIONARY: CORE 200 Level 2, High

2.2.5.1 PROJECT: INTERACTIVE VIDEO

Objective

To improve the delivery of information and orientation services for Kootenay National Park and the region through the development of an interactive video in cooperation with regional stakeholder.

Problem/Opportunity

- opportunity to develop an interactive video with volunteer help from third parties.
- opportunity for regional stakeholders to be involved in the delivery of information and orientation services.
- project will fill a shortfall identified in the Canadian Parks Service Strategic Plan and the Park Management Plan.
- opportunity for disabled and elderly visitors to experience some of Kootenay National Park's heritage that they would not normally be able to.

Scope

- info/orientation to Kootenay National Park, 4 mtn parks & region.
- interactive video program
- pilot program for Western Region

Constraint/Considerations

- the concept has application across the entire national parks and historic sites system.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Pre-design	X						CPI,CVS,WRO Interp
Effective Approval PIP	X						CPI,CVS

Co-operative Agreement between KNP, School District No. 4, Silver Bus Productions	X						Silver Bus Productions ACPI, Supt. School Distr No. 4 WRO Volunt Coordinator K. Walker
	2 days						
	2 weeks after effective approval						
Purchase Hardware	1|2 day	(Upon receiving funds)					ACPI
Complete Prototype - Computer Information	4000 hours	Apr.14					Silver Bus Productions
Edit Prototype	Apr.28						CVS,ACPI, CPW, Silver Bus Productions
Open House - Community to see Prototype	2 days	May 4					ACPI Silver Bus Productions
Design Housing for Interactive Video	3 days	June 30					KNP Tech Officer
Test Slide to 35MM Film	2 wks.	June 15					ACPI Animation Ltd.
Identify & Select Visuals (Slides) for Laser Disc Production. Note Visual Gaps	3 days	June 30					ACPI
Acquire visuals to fill in Gaps	2 mon.	Sept. 15					KNP Park Interp.
Test Visitor Interaction with Interactive Computer without Video Disc	2 mon.	Sept. 15					Park
Post Production - Transfer 10,000 slides to 35 MM motion picture film	1 mon.	Oct. 15					Animation Ltd.

Transfer 35 MM film to 1 inch video	:Oct. :30 :	:	:	:	:	:	:Post Haste :Video :
Press Laser Disc and make copies	:14 :days :Nov. :30 :	:	:	:	:	:	:3M Optical :Recording : : :
Linking Video Disc to Computer	:3 wks :Dec. :30 :	:	:	:	:	:	:Silver Bus :Productions : :
Install at Aquacourt	: : :	:	Jan '90	:	:	:	:GW : :
Evaluate	: :	:	Dec '90	:	:	:	:CPI :

Plan Sections

Regional Integration
Disabled Accessibility
Communications (Arrival)
Area Strategies

TASKS	WHO	MILESTONE	PLAN SECTION
2.2.5.2 PROJECT: SURVEY INSTRUMENTS			
Meet with Special Projects and flush out requirements, and develop realistic timelines and determine costs	:CVS, WRO :Special :Projects :WRO :Marketing :	:Summer '89	:Monitoring : : : : :
Assist WRO in design of standard trail user survey and request its testing in Kootenay National Park	:CVS, WRO :Vis.Serv. : : :	:Summer '89	: : : : :
Develop Feedback Forms	:CVS, WRO :Special :Projects :	:Fall '89	: : : :
Determine Responsibilities for survey analysis and report production	:CVS : : :	:Fall '89	: : : :
Begin using frontcountry camper survey	:CVS : :	:Year 2	: : :
Implement over next 5 years	:CVS :	:	: :

2.2.5.3 PROJECT: AQUACOURT MEDIA PLAN

Objective

To develop and implement media for the Aquacourt.

Problem/Opportunity

- a captive audience.
- major focal point for the park that is underutilized for communications.

Scope

- info/orient to Kootenay National Park, Four Mtn. Parks & region
- will include computer technology - Infinite Field Trip
- interpretation - awareness of themes and park story
- primarily lobby area
- locker room graphics with other areas where visitors congregate
- possibility of S.G.T., conjunction of picnic area/link to Redstreak
- signage program

Constraints/Considerations

- area plan to be done for area first
- redevelopment plan for Aquacourt should be done simultaneously
- need to link media planning into the above to ensure effective integration and implementation efficiencies.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Project definition - approval PIP	X						CPI, CVS
Input into area plan and redevelopment plan		X					CVS, CPI WRO Interp Vis. Serv.
Approaches session		X					CVS, CPI, WRO Interp, WRO VS, A&E
Research on messages (information packages)		X					CVS, CPI
Concept/media package			X				CVS, CPI, WRO Interp & VS

Preliminary approval	:	:	:	X	:	:	:	:	:	CVS, CPI
PIP	:	:	:		:	:	:	:	:	
	:	:	:		:	:	:	:	:	
Design	:	:	:		:	X	:	:	:	WRO Interp
	:	:	:		:	:	:	:	:	
Effective approval PIP	:	:	:		:	X	:	:	:	CVS, CPI
	:	:	:		:	:	:	:	:	
Production	:	:	:		:	:	:	X	:	WRO Interp
	:	:	:		:	:	:	:	:	
Installation	:	:	:		:	:	:	:	X	WRO Interp
	:	:	:		:	:	:	:	:	
Estimated O & M Time:	:	:	:		:	:	:	:	:	
Park	:	:2 months			:	:	:	:	:	
WRO	:	:1 week:			:	:	:	:	:	

Notes

Approaches session should be part of area planning and redevelopment planning. Area plan to be approved before media package/concept is developed.

Production and installation to be phased in with redevelopment construction.

Phasing could be dramatically speeded up if there are no significant changes planned for lobby area and trail links to Redstreak (refer to area and development plans).

Plan Sections

Arrival
Heritage Presentation
Recreation (Swimming,Bathing)
Area Strategies

2.2.5.4 PROJECT: AWARENESS PROGRAM

Objective

To plan, development and implement an external awareness program.

Problem/Opportunity

- increase use to optimum levels
- increase awareness that Kootenay National Park exists, that it is part of a system and to the types of experiences the park provides.

Scope

- primarily targeted regional audiences
- some focus on satellite areas
- would be done in conjunction with regional tourism associations
- non-personal and personal media

Constraints/Considerations

- clarification of headquarters and regional roles is required.
- consideration and relationship to regional awareness strategies needs to be firmed up before getting too advanced in planning.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Letter to region requestion clarification on responsibilities and direction	X						Supt
Direction from region	X	X					WRO Marketing
Meeting to flush out scope of project (approaches session)		X					Supt, CVS, CPI, WRO Marketing, Interp & VS, Info Services
Project definition approval PIP		X					CPI, CVS
Terms of Reference		X					CPI, CVS
Media package concept		X					
Regional Approval		X					Supt, RDG
Preliminary approval PIP		X					CPI,CVS
Design			X				To be determined
Effective approval PIP			X				CVS,CPI
Production			X	X			To be determined

Note
Depending on scope we may be able to go directly to effective approval.

Plan Sections
Awareness
Promotions
Extension

2.2.5.5 PROJECT: ENTRANCE POINTS COMMUNICATIONS MEDIA AND ENTRANCE SIGNAGE

Objective

To plan and implement media entrance points into Kootenay National Park and install entrance signage.

Problem/Opportunity

- the need to better inform visitors they have arrived at Kootenay National Park.
- the need to inform visitors of the opportunities available within the park and surrounding region.

Scope

- installation of distinctive entrance signage
- information on opportunities available

Constraints/Considerations

- must consider other related developments - Vermilion Pass Burn IMU
- facility identification should be considered -- see sign upgrading

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Project definition approval PIP	X						CPI, CVS, WRO Interp, V.S., A&E
Site investigations	X						A&E, WRO Interp
Initial site surveys (if required)	X						A&E
Information package	X						CVS, CPI
Media and site	X						A&E, CVS, WRO Interp & VS
Preliminary approval PIP	X						CVS, CPI
Design	X						A&E, WRO Interp
Effective approval PIP	X						CVS, CPI

Fabrication, Construction, Landscaping	:	: X	:	:	:	:	:A&E, WRO :Interp :

Plan Sections

Arrival
Area strategies

2.2.5.6 PROJECT: Frontcountry Campground Communication Media & Campground Upgrading (NB: Campground Upgrading Core 300, Level 2, Med.)

Objective

To develop and implement a communications program for frontcountry campgrounds and upgrading of frontcountry campground.

Problem/Opportunity

- place where people congregate that we are not taking full advantage of it in terms of delivery of important messages
- the need to better integrate the presentation of messages (information/orientation, management and interpretation)
- current presentation is sporadic and not delivering all important management messages
- campground facilities and services are aging and need replacement and upgrading

Scope

- info/orient to park and region and facility
- all park front country campgrounds
- management messages
- interp messages
- personal interp -- use of theatres and fire circles
- S.G.T. - disabled accessible
- print, display and personal services
- directional signage

Constraints/Considerations

- market assessment is currently underway and will be completed within two years.
- similar project done in Jasper National Park
- seasonal operation
- facility upgrading report nearing completion

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Project definition PIP	X						CVS, CPI
Information package			X				CVS, CPI
Media package				X			CVS, CPI, A&E, WRO Interp
Preliminary approval PIP				X			CVS, CPI
Design					X		WRO Interp, A&E
Effective approval PIP					X		CVS, CPI
Production						X	WRO Interp
Facility Upgrading						X	A&E

Notes
Preliminary approval stage may be skipped if adequate details are flushed out in media package.
Construction of S.G.T. should be linked with general campground upgrading.
Need to link in with campground upgrading project.

Plan Sections
Arrival
Front Country camping
Heritage Presentation
Area Strategies

2.2.6 DISCRETIONARY: CORE 200, Level 3, High

2.2.6.1 PROJECT: ACTIVITY GUIDES

TASKS	WHO	MILESTONE	PLAN SECTION
Prepare project brief	CPI, CVS	Year 5	Heritage Presentation
Approaches session	CPI, CVS, WRO Interp		Arrival
Concept	" "		
Prepare PIP for project - effective approval depending upon scope	CPI, CVS	Year 5	

2.2.7 DISCRETIONARY: CORE 200, Level 1, Medium

2.2.7.1 PROJECT: MARBLE CANYON VISITOR RECEPTION UPGRADE

Objective

To plan and upgrade the Marble Canyon Information Centre.

Problem/Opportunity

Existing facilities inadequate and not originally designed for visitor reception.

Scope

- info/orient/interpretation facility for park (focusing on north end) and region (Banff National Park).
- concept, design and construction.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Initial space for functions requirements	X						CVS,CPW CPI
Terms of Reference to clarify responsibilities	X						WRO V.S.
Background data	X						CVS,CPI CPW
Prepare proposal for facility	X						A&E, WRO Interp Desgn WRO V.S.
- analysis of visitation							
- functional spaces & square footage							
- number of staff							
- visitor needs							
- objectives							
- bubble diagram							
- class "D" estimates							
- follow-up actions required							
Project definition PIP	X						CVS, CPI

Research		X					CPI,CVS
- messages							CPW
- visitors							
Conceptual design for media and building		X					CPI,CVS, CPW, A&E, WRO Interp Design
Preliminary Approval PIP		X					CPI,CVS
Pre-design			X				A&E, Interp Design
Effective approval PIP			X				CPI,CVS
Final Design				X			A&E, Interp Design
Construction				X	X		A&E, Interp Design
Installation					X		A&E, Interp Design
Estimated O & M Time:							
Park							
WRO Interp							

Plan Sections

Arrival
Heritage Presentation
Communication Support
Appendix 1

2.3 Implementation Schedule for Priority "C" Projects

TASKS	WHO	MILESTONE	PLAN SECTION
2.3.1 PROJECT: INTER-AGENCY CONTACT			
Continue contact with local provincial authorities on forestry and wildlife management, recreation and interpretation	CPW, CVS, CPI	On going	Regional Integration
2.3.2 PROJECT: UPGRADE VISITOR SERVICES INFORMATION MANUAL			
Identify current information in manual, gather information on shortfalls and incorporate in manual	CVS	Spring '89	Regional gaps Integration
2.3,3 PROJECT: INCREASE INTERPRETIVE EVENTS AT VIEWPOINTS			
Establish schedule of events for viewpoints	CPI	Spring '89	Promotion
Conduct events		Summer'89	
Assess effectiveness		Winter'89	
2.3.4 PROJECT: AUDIO-VISUAL COLLECTION SHORTFALLS			
Identify shortfalls on subject matter in current current slide and b/w print collection	Interp	Spring '89	Communication Support
Assign staff to obtain the necessary pictures		Fall '89	
2.3.5 PROJECT: UPDATE BACKCOUNTRY MANAGEMENT PLAN			
Review Backcountry Management Plan in light of Service Planning and make necessary changes (Trail Maintenance Standards)	CPW,CVS	Fall '89	Recreation - Hiking

TASKS	WHO	MILESTONE	PLAN SECTION
2.3.6 PROJECT: UNION RELATIONSHIPS			
Continue dialogue with local union on volunteer activities:	Supt	Fall 89	Co-operative Associations & Volunteers
Ensure recognition for staff involved with supervising volunteers	CPI,CVS,CPW,GWM		
2.3.7 PROJECT: AWARENESS OF VOLUNTEER PROGRAM			
Identify volunteer projects in manager's goals	Supt	Year 2	Co-operative Associations & Volunteers
Promote to park staff the benefits of the program	CVS	Year 2	
Establish a list of projects which could be carried out on a joint venture basis with 3rd parties	CVS,CPW,CPI,GW	Year 2	
Promote projects locally and regionally	CVS,CPW,CPI,GW WRO Interp	Year 1 (Parks Companion)	
2.3.8 PROJECT: SPECIMEN COLLECTION			
Identify shortfalls in specimen inventory	Interp.	Summer '89	Communication Support
Continue road kill collections	Interp, WS		
Continue contact with museums for loans	Interp		
2.3.9 PROJECT: GROOMED CROSS-COUNTRY SKI TRAILS			
Write up Volunteer Agreement with Radium Golf Resort to continue trail grooming between Golf Resort and Redstreak Campground	CVS	Winter '89/90	Recreation-Skiing

TASKS	WHO	MILESTONE	PLAN SECTION
2.3.10 PROJECT: COLLECTIONS INVENTORY AND STORAGE			
Develop inventory, storage and loan procedures for all collections	Interp	Year 2	Communication Support
2.3.11 PROJECT: STAFF FEEDBACK			
Develop simple form for recording feed-back information	CVS, API	Fall 89	Monitoring
Inform staff on purpose of form and how to complete it	CVS, API	Year 1	
Compilations of annual report	Park Monitoring Officer	Year 1	
2.3.12 PROJECT: FAY HUT OPERATION			
Contact ACC for interest in operating and maintaining Fay Hut if no interest contact other parties	CVS	Spring '89	Recreation - Mountaineering
2.3.13 PROJECT: ARTICLES ON SHOULDER SEASON HIKING			
Prepare series of articles	Interp, VS	Fall'89	Promotion
Develop inventory of newspapers and magazines		Fall'89	
Send articles on timely basis to selected newspapers and magazines		various	

TASKS	WHO	MILESTONE	PLAN SECTION
2.3.14 PROJECT: SIGNS ALONG THE X-C SKI TRAILS			
Survey all X-C ski trails and identify type and category of trail.	CVS, CPW	Winter 89/90	Recreation-Skiing
Fabricate and install signs	GW, CVS	Year 2	
2.3.15 PROJECT: RIVER ACCESS/EGRESS			
Review Hooper's river report for all river access/egress points. Identify preferred access/egress points.	CVS,CPW	Year 2	Recreation-Boating
Make minor shoreline adjustments for safe loading and unloading at these points: Clearly identify with signs	GW,CPW,CVS	Year 2	
Make changes on park literature	CVS		
2.3.16 PROJECT: LETTER HEADS			
Obtain Approval	CFA	Fall '89	Communications Awareness
Print on existing letterhead Kootenay National Park & World Heritage Site Identifiers	CFA	Year 2	

2.4 Implementation Schedule for Priority "D" Projects

2.4.1 NON-DISCRETIONARY: 40 - Health and Safety

TASKS	WHO	MILESTONE	PLAN SECTION
2.4.1.1 PROJECT: RADIO TELEPHONES FOR MCLEOD MEADOWS AND MARBLE CANYON			
Prepare PIP	CVS	Fall'89	Camping
Write user instructions and order sign	CVS	Winter '89	
Design structure	GW	Winter'89	
Purchase telephones	CVS	Year 2	
Install sign and telephone	GW	Year 2	

2.4.2 DISCRETIONARY: CORE 100, Level 1, High

2.4.2.1 PROJECT: BACKCOUNTRY TRAILS, CAMPSITES AND FRONT COUNTRY TRAILS

Objective:

To re-develop backcountry and frontcountry trails and upgrade backcountry campsites.

Problem/Opportunity:

Environmental impact is taking place along portions of the trail and within the environs of the campsites.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Defer all backcountry trail and campsite redevelopment except for severe environmental impact until visitor survey is completed	X						CVS.CPW
Reduce trail upgrading and development to reflect minimal acceptable trail standard. Backcountry Management Plan to address priority& phasing	X						CVS,CPW,GWM

Adjust PIP documents	X										CVS
Effective Approval			X								
Design & Construction			X		X		X		X		CVS,GWM
Trails and Campsites											A&E

2.4.2.2 PROJECT: TOILETS AT TRAILHEADS (SINCLAIR/KINDERSLEY, FLOE LAKE, STANLEY GLACIER AND SIMPSON RIVER)

Problem

Visitors are defecating in the woods. It has become unsightly, unsanitary and potential pollution of streams.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FUTURE	RESPONSIBILITY
Park Conservation Plan needs to confirm need and priorize	Summer X						CPW
Prepare PIP for effective approval	Fall X						CVS
Develop specifications	Winter X						CVS, GW
Award contract		X					GW
Construct		X					GW

2.4.3 DISCRETIONARY: CORE 200, Level 2, Medium

2.4.3.1 PROJECT: PORTAGE HECTOR GORGE

Objective

To provide safe access around the Hector Gorge rapids.

Problem/Opportunity

Hector Gorge rapids can be treacherous at various water levels.

Several novice to intermediate canoeist use the Vermilion River for recreational purposes and can get themselves into serious difficulty in the rapids.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Initial reconnaissance	X						CVS,GWM
Project Definition Approval - PIP	X						CVS
Predesign		X					GWM,CVS
Survey site		X				X	A&E
Preliminary Approval PIP		X					CVS
Design portage		X				X	A&E
Effective Approval PIP		X					CVS
Construction			X			X	GW

Plan Section

Recreation - Boating

2.4.4 DISCRETIONARY: CORE 300, Level 2, Medium

2.4.4.1 PROJECT: DISABLED ACCESS ADMINISTRATION BUILDING

Problem/Opportunity

There is no access ramp into the Administration Building for disabled visitors.

Phasing/Costs

TASKS	YR 1	YR 2	YR 3	YR 4	YR 5	FU-TURE	RESPONSI-BILITY
Design ramp for entrance to building		X					Park Tech Officer
Construction			X				GW

Note

The Radium Hot Springs VRC will provide disabled access for the type of service provided.

Plan Section

Disabled accessibility